2026

A Forward Analytics publication

THE GREEN BOOK

A book of county facts, 9th Edition

FORWARD ANALYTICS

2026
Prepared by
Forward Analytics

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Introduction

By performing critical functions on behalf of the state, Wisconsin's 72 counties play an important role in our state's prosperity. From protecting the state's most vulnerable citizens to road maintenance, county governments efficiently provide a vast array of services in a cost-effective manner.

To successfully carry out the county mission, strategic, long range thinking is essential, with data playing an important role. To this end, Forward Analytics, a division of the Wisconsin Counties Association, has created this 9th edition of *The Green Book, A Book of County Facts*.

In this publication, you will find useful information on county government structure, county demographics, finances, and economic well being.

In addition to the 63 pages of data and information for all counties, a data sheet containing all of *The Green Book* data for your county can be found at the back of the book.

The Green Book is also available interactively at *www.forward-analytics.net*. If you would like additional copies to share, give us a call at 608-663-7188.

Mark D. O'Connell, President & CEO
Wisconsin Counties Association

Mark D. O'Connell

How to Use This Book

The Green Book is organized into four color-coded sections, each with data on a variety of measures:

- *Wisconsin's Counties* (orange) details county administration type and board size.
- *Population* (blue) shows five-year population change, the size of various age cohorts as a percentage of the total population, veteran population, and educational attainment.
- *Finances* (red) includes information on county revenues, spending, and debt.
- *Economy/Development* (purple) highlights jobs and unemployment, commuting patterns, income and poverty, property values, housing, and county highway miles.

Most measures have information on two pages. The first page includes a color-coded map that organizes counties into four groups of 18 (quartiles) based on their ranking of the measure. For those unfamiliar with county locations, a map can be found on page 2. For each measure, the 18 counties with the lowest data values are shown with the lightest color; the 18 with the highest values are darkest. The key below the map shows the ranges for each quartile.

The second page displays a data table with the measure's value for each county. The statewide average and median (half of counties lower, half higher) are shown below the table.

In the back of the book is a county insert that summarizes your county's information on all of the measures in *The Green Book*. For each measure, it also shows the county's rank among the 72 counties, as well as the state average.

County Government in Brief

The boundaries of Wisconsin's 72 counties were drawn by the legislature and are specified in state law. Boundary lines generally run north to south and east to west or follow major geographic features.

Each county is governed by a board of supervisors who are elected to two-year terms. Counties that are "self-organized" can opt for concurrent or staggered supervisor terms. None have chosen the latter option. Thus, all supervisors in the state are elected in the spring election of even-numbered years.

Each county determines the size of its board, subject to a statutory maximum that is based on population. Board size can be changed following the decennial census. The number of supervisors also can be reduced once between each decennial census by resolution or by citizen petition and referendum.

Counties must have a central administrative officer. A county can create an office of county executive or county administrator, or it can designate an individual holding an existing elective or appointive office (other than county supervisor) to also serve as the administrative coordinator.

County constitutional officers are elected to four-year terms in the fall partisan general election. These include the county clerk, county treasurer, register of deeds, clerk of circuit court, and sheriff.

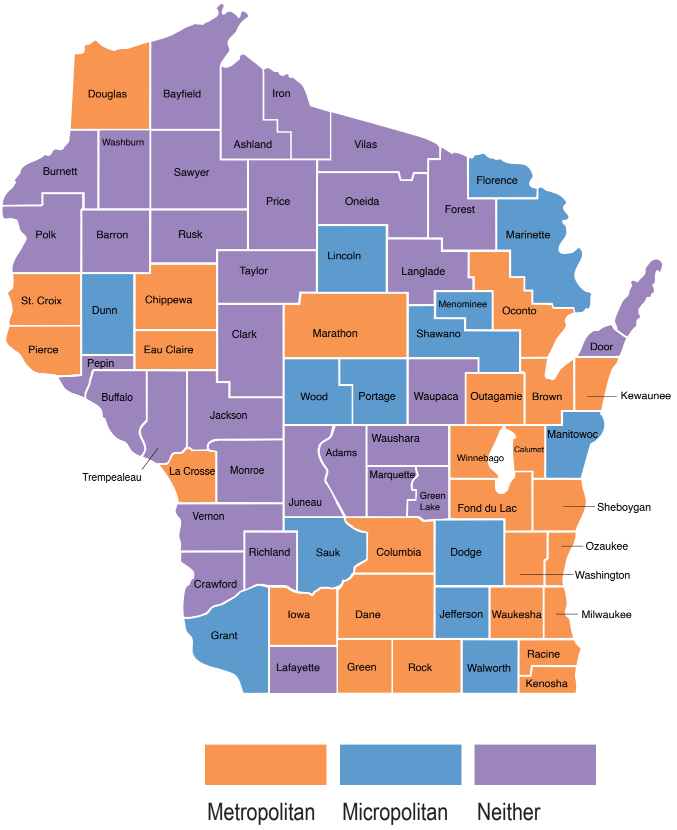
Counties provide a variety of services, many of which are state mandated. They enforce the state's criminal laws and incarcerate many violators of those laws. They maintain state-mandated vital and property records and oversee elections. They also administer state human service programs and maintain both county and state roads.

Wisconsin's Counties

County Types

One way to characterize Wisconsin counties is by how urban or rural they are. Urban counties can be thought of as part of a metropolitan statistical area, or MSA, which is a group of counties with close economic ties and relatively large population at its core. Twenty-six counties in Wisconsin are part of an MSA. A micropolitan statistical area is a county or group of counties (sometimes from different states) with close economic ties and centered on a core area of 10,000 to 50,000 people. Fourteen counties fall into this category. The remaining 32 counties are neither metropolitan nor micropolitan. Most economic researchers consider micropolitan and "neither" counties rural.

Wisconsin County Map, 2026
Metropolitan, Micropolitan, Neither



County Board Size

Maximum county board sizes are set by state law and depend on population. Some boards are smaller due to board policy or voter referendum. Board members are elected by district. The average number of residents per district varies from fewer than 1,000 to more than 50,000.

Board Size and Population* Per District, 2026
(in thousands)

County	Bd. Size	Pop./ Dist.	County	Bd. Size	Pop./ Dist.
Adams	20	1.0	Marathon	38	3.7
Ashland	21	0.7	Marinette	30	1.4
Barron	29	1.6	Marquette	17	0.9
Bayfield	13	1.2	Menominee	7	0.6
Brown	26	10.7	Milwaukee	18	52.5
Buffalo	14	0.9	Monroe	16	2.9
Burnett	21	0.8	Oconto	31	1.3
Calumet	21	2.7	Oneida	21	1.8
Chippewa	21	3.3	Outagamie	36	5.5
Clark	29	1.2	Ozaukee	26	3.6
Columbia	28	2.1	Pepin	12	0.6
Crawford	17	1.0	Pierce	17	2.5
Dane	37	16.5	Polk	15	3.1
Dodge	33	2.7	Portage	25	2.9
Door	21	1.5	Price	13	1.1
Douglas	21	2.1	Racine	21	9.5
Dunn	29	1.6	Richland	21	0.8
Eau Claire	29	3.9	Rock	29	5.7
Florence	12	0.4	Rusk	19	0.8
Fond du Lac	25	4.2	St. Croix	19	5.3
Forest	21	0.4	Sauk	31	2.2
Grant	17	3.0	Sawyer	15	1.2
Green	31	1.2	Shawano	27	1.5
Green Lake	19	1.0	Sheboygan	25	4.8
Iowa	21	1.1	Taylor	17	1.2
Iron	15	0.4	Trempealeau	17	1.8
Jackson	19	1.1	Vernon	19	1.7
Jefferson	30	2.9	Vilas	21	1.1
Juneau	21	1.3	Walworth	11	9.8
Kenosha	23	7.4	Washburn	21	0.8
Kewaunee	20	1.0	Washington	21	6.6
La Crosse	30	4.2	Waukesha	25	16.7
Lafayette	16	1.0	Waupaca	27	1.9
Langlade	21	0.9	Waushara	11	2.2
Lincoln	22	1.3	Winnebago	36	4.8
Manitowoc	25	3.2	Wood	19	3.9

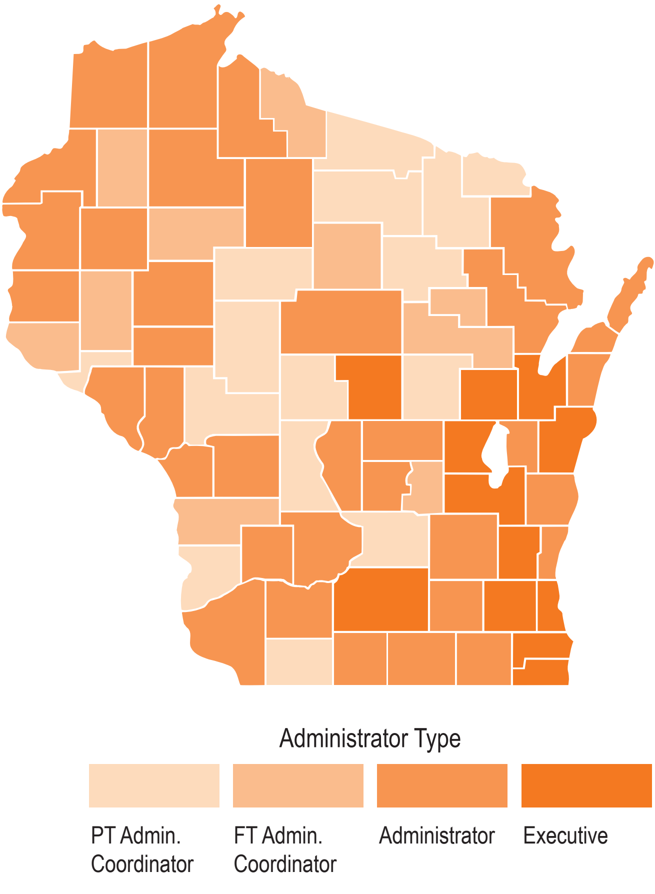
*Population figures are for 2025

County Administration

Wisconsin provides counties with three options for the daily management of county government. A county executive is elected every four years in nonpartisan spring elections. The executive appoints certain personnel, submits budgets, and exercises veto powers. A county administrator is appointed by the county board and has many of the same powers as an executive. Administrators do not have veto power. Counties not choosing one of these two options are required to designate an administrative coordinator, either on a full-time or part-time basis.

In 2026, 12 counties had an elected county executive and 35 had a county administrator. The remaining 25 counties designated either a full-time (10) or part-time (15) administrative coordinator.

Administration Type, 2026



Source: Wisconsin Counties Association, 7/1/26

Administration Type, 2026

County	Type	County	Type
Adams	Admin.	Marathon	Admin.
Ashland	Admin.	Marinette	Admin.
Barron	Admin.	Marquette	Admin.
Bayfield	Admin.	Menominee	Coord.-FT
Brown	Exec.	Milwaukee	Exec.
Buffalo	Admin.	Monroe	Admin.
Burnett	Admin.	Oconto	Admin.
Calumet	Admin.	Oneida	Coord.-PT
Chippewa	Admin.	Outagamie	Exec.
Clark	Coord.-PT	Ozaukee	Admin.
Columbia	Coord.-PT	Pepin	Coord.-PT
Crawford	Coord.-PT	Pierce	Coord.-FT
Dane	Exec.	Polk	Admin.
Dodge	Admin.	Portage	Exec.
Door	Admin.	Price	Admin.
Douglas	Admin.	Racine	Exec.
Dunn	Coord.-FT	Richland	Admin.
Eau Claire	Admin.	Rock	Admin.
Florence	Coord.-PT	Rusk	Coord.-FT
Fond du Lac	Exec.	St. Croix	Admin.
Forest	Coord.-PT	Sauk	Admin.
Grant	Admin.	Sawyer	Admin.
Green	Admin.	Shawano	Coord.-FT
Green Lake	Coord.-FT	Sheboygan	Admin.
Iowa	Admin.	Taylor	Coord.-PT
Iron	Coord.-FT	Trempealeau	Admin.
Jackson	Coord.-PT	Vernon	Coord.-FT
Jefferson	Admin.	Vilas	Coord.-PT
Juneau	Coord.-PT	Walworth	Admin.
Kenosha	Exec.	Washburn	Coord.-FT
Kewaunee	Admin.	Washington	Exec.
La Crosse	Admin.	Waukesha	Exec.
Lafayette	Coord.-PT	Waupaca	Coord.-PT
Langlade	Coord.-PT	Waushara	Admin.
Lincoln	Coord.-FT	Winnebago	Exec.
Manitowoc	Exec.	Wood	Coord.-PT

Exec. = Executive; Admin. = Administrator
Coord. = Administrative Coordinator; PT = part-time; FT = full-time

POPULATION

To understand the full picture of a county's demography, its population should be viewed from several perspectives. Among the most basic are the total number of residents and whether population is growing or declining. Other useful perspectives are the age distribution and education levels.

Understanding county demography is useful in helping policymakers gauge a county's or region's potential for growth and the degree to which current and future service demands are placed on county government.

Six demographic measures are provided in this section. Total population figures can be found on page 63. Although presented separately, some of these measures are related to each other. For example, the share of the population that is "working age" depends not only on the size of that age group, but also on the size of the school-aged and senior populations.

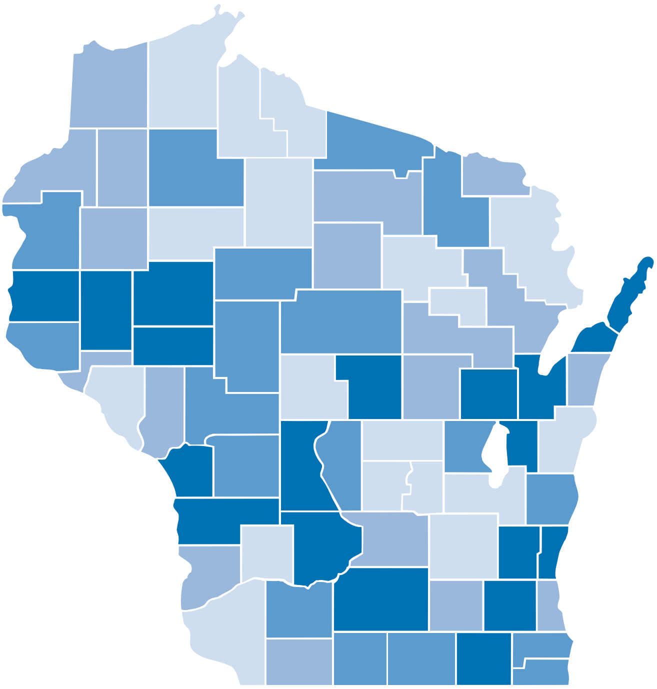
Over the past two decades, the fastest-growing counties tended to be more urban and have a younger population. Compared to slower-growing counties, a larger portion of their population generally is of working age. However, that appears to be changing in recent years. After years of minimal growth and at times decline, some rural counties are again adding residents due almost entirely to migration from other counties or from other states.

Population Change

A county's population change depends on several factors. The number of births and deaths within the county create change. Wisconsin now has some counties with more deaths than births. People moving into and out of the county also lead to population change. In recent years we have seen a shift in population due to people over the age of 55 moving to northern counties.

Population change can have both economic and service implications. A growing population spurs local businesses and the demand for public services. A population that is declining can mean less economic activity and a smaller tax base.

Population Change, 2020-25
Counties by Quartile, Low to High Percent Change



Change: Low to High

1st Quartile	2nd Quartile	3rd Quartile	Top Quartile
To 0.46%	0.47-1.03%	1.04-1.95%	1.96% & over

Source: Wisconsin Demographic Services Center

Population Change, 2020-25

County	% Change	County	% Change
Adams	1.65	Marathon	1.77
Ashland	-1.75	Marinette	0.07
Barron	0.72	Marquette	-0.02
Bayfield	-0.08	Menominee	0.33
Brown	3.53	Milwaukee	0.62
Buffalo	-0.20	Monroe	1.21
Burnett	0.58	Oconto	0.94
Calumet	8.15	Oneida	0.47
Chippewa	3.19	Outagamie	3.25
Clark	1.82	Ozaukee	2.81
Columbia	0.68	Pepin	0.68
Crawford	0.81	Pierce	1.67
Dane	8.84	Polk	1.95
Dodge	-0.23	Portage	3.11
Door	3.57	Price	-0.65
Douglas	0.51	Racine	1.16
Dunn	2.03	Richland	-0.55
Eau Claire	6.18	Rock	1.44
Florence	0.61	Rusk	0.46
Fond du Lac	-0.22	St. Croix	6.94
Forest	1.24	Sauk	3.06
Grant	-0.25	Sawyer	1.83
Green	1.15	Shawano	0.85
Green Lake	0.27	Sheboygan	1.12
Iowa	1.66	Taylor	1.41
Iron	-0.28	Trempealeau	0.81
Jackson	1.14	Vernon	2.19
Jefferson	0.82	Vilas	1.34
Juneau	2.00	Walworth	2.08
Kenosha	1.18	Washburn	0.74
Kewaunee	0.71	Washington	2.01
La Crosse	3.15	Waukesha	2.52
Lafayette	0.87	Waupaca	0.87
Langlade	-0.44	Waushara	0.29
Lincoln	0.78	Winnebago	1.33
Manitowoc	-0.46	Wood	-0.37

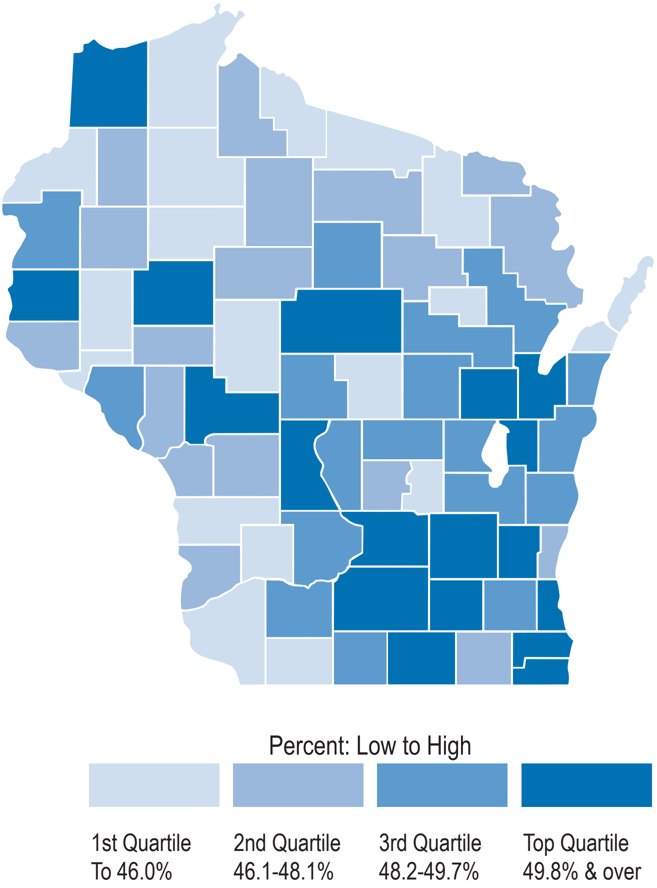
Statewide Measures			
Average	2.38%	Median	1.03%

Working-Age Population

The share of Wisconsin's population who are in their prime working years has been in decline for several years. In 2015, 52.7% of state residents were in their prime working years. By 2024, that percentage had fallen to 49.4%. As the senior population (see pages 12-13) grows rapidly for the foreseeable future, this percentage will continue to fall.

Counties with larger working-age populations tend to have higher average incomes. In these counties, there are more wage earners over which to spread the cost of public services and, likely, fewer residents in need of county services.

Percentage of Population 25 to 64, 2024
Counties by Quartile, Low to High Percent



Source: U.S. Census Bureau

Percentage of Population 25 to 64, 2024

County	% 25-64	County	% 25-64
Adams	49.3	Marathon	49.9
Ashland	47.0	Marinette	47.7
Barron	47.5	Marquette	47.3
Bayfield	44.8	Menominee	41.7
Brown	50.7	Milwaukee	51.3
Buffalo	48.6	Monroe	47.9
Burnett	45.1	Oconto	49.4
Calumet	51.9	Oneida	47.2
Chippewa	50.3	Outagamie	51.1
Clark	43.4	Ozaukee	47.5
Columbia	50.7	Pepin	45.6
Crawford	47.3	Pierce	46.5
Dane	50.7	Polk	48.9
Dodge	52.5	Portage	45.7
Door	43.9	Price	46.8
Douglas	50.6	Racine	50.3
Dunn	44.5	Richland	45.7
Eau Claire	46.2	Rock	50.2
Florence	47.4	Rusk	46.0
Fond du Lac	49.5	St. Croix	51.6
Forest	45.3	Sauk	49.2
Grant	42.3	Sawyer	45.4
Green	49.2	Shawano	48.3
Green Lake	46.0	Sheboygan	49.7
Iowa	49.1	Taylor	47.1
Iron	45.2	Trempealeau	47.9
Jackson	50.2	Vernon	44.2
Jefferson	49.9	Vilas	43.9
Juneau	51.3	Walworth	46.3
Kenosha	51.5	Washburn	46.0
Kewaunee	48.6	Washington	50.3
La Crosse	46.0	Waukesha	49.5
Lafayette	45.8	Waupaca	49.4
Langlade	46.7	Waushara	49.1
Lincoln	49.4	Winnebago	49.7
Manitowoc	48.9	Wood	48.4

Statewide Measures

Average	49.5%	Median	48.1%

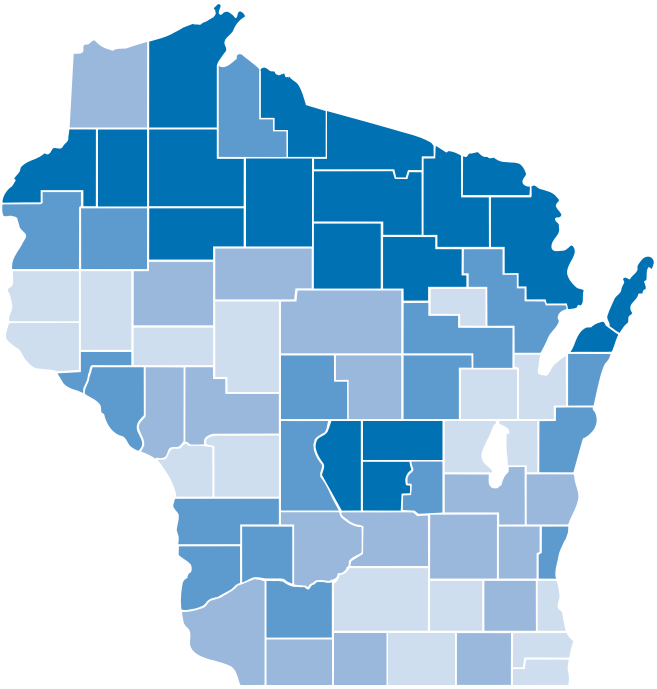
Senior Population

As the large baby-boom generation ages past 65, Wisconsin's senior population has increased rapidly. In 2024 they comprised 20.2% of the state's population, up from 13.7% in 2010. In 55 counties, those 65 or older accounted for more than 20% of residents.

With this group leaving the workforce, counties are struggling with worker shortages. Additionally, as this large cohort ages, the demand for assisted living, nursing homes, and various social services will rise.

Percentage of Population 65 or Older, 2024

Counties by Quartile, Low to High Percent



Percent: Low to High

1st Quartile	2nd Quartile	3rd Quartile	Top Quartile
To 20.0%	20.1-22.8%	22.9-26.2%	26.3% & over

Source: U.S. Census Bureau

Percentage of Population 65 or Older, 2024

County	% 65+	County	% 65+
Adams	32.3	Marathon	20.8
Ashland	23.8	Marinette	27.6
Barron	25.5	Marquette	28.0
Bayfield	34.0	Menominee	17.8
Brown	17.8	Milwaukee	15.8
Buffalo	25.2	Monroe	19.7
Burnett	34.3	Oconto	24.9
Calumet	18.7	Oneida	31.5
Chippewa	21.5	Outagamie	18.0
Clark	19.1	Ozaukee	23.8
Columbia	21.8	Pepin	26.2
Crawford	26.1	Pierce	18.7
Dane	16.5	Polk	25.0
Dodge	21.4	Portage	20.2
Door	35.3	Price	31.1
Douglas	22.5	Racine	19.7
Dunn	18.6	Richland	25.6
Eau Claire	18.5	Rock	19.5
Florence	34.7	Rusk	28.4
Fond du Lac	21.3	St. Croix	17.8
Forest	28.0	Sauk	21.8
Grant	20.4	Sawyer	31.5
Green	22.7	Shawano	23.5
Green Lake	26.1	Sheboygan	21.5
Iowa	23.4	Taylor	22.5
Iron	35.7	Trempealeau	20.1
Jackson	22.2	Vernon	22.9
Jefferson	20.0	Vilas	36.1
Juneau	23.7	Walworth	22.2
Kenosha	17.7	Washburn	31.4
Kewaunee	23.4	Washington	22.2
La Crosse	19.8	Waukesha	22.4
Lafayette	21.0	Waupaca	24.0
Langlade	28.0	Waushara	27.6
Lincoln	26.2	Winnebago	19.1
Manitowoc	24.1	Wood	23.9

Statewide Measures

Average	20.2%	Median	22.8%

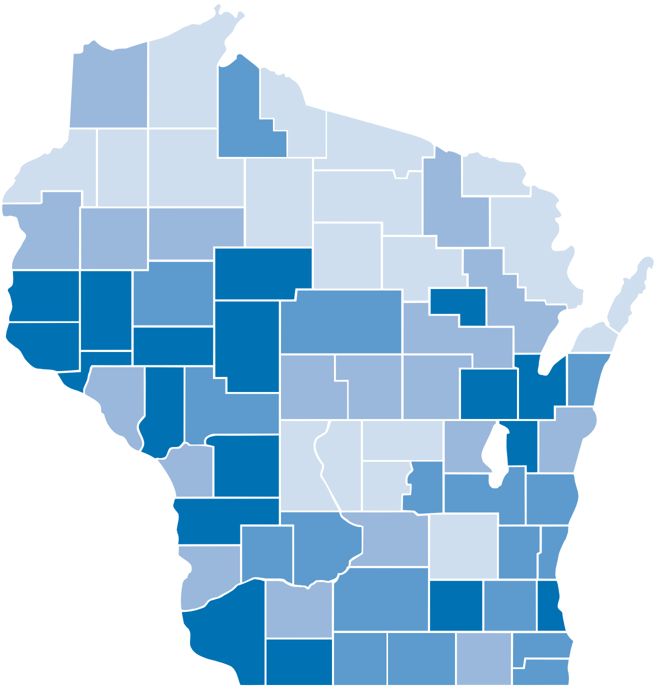
School-Age Population

Wisconsin's school-aged population has been declining for more than a decade. In 2010, the 5-to-19 year old cohort comprised more than 20% of the state population. By 2021, it had fallen to 18.8%. Over the ensuing three years its share continued to drop, reaching 18.3% in 2024.

It is often said that the children of today are the workers of tomorrow. For counties, the number of young people represents a potential future workforce. Declines in the size of this cohort will likely lead to future workforce challenges.

Percentage of Population 5 to 19, 2024

Counties by Quartile, Low to High Percent



Percent: Low to High

1st Quartile	2nd Quartile	3rd Quartile	Top Quartile
To 16.3%	16.4-17.7%	17.9-18.7%	18.8% & over

Source: U.S. Census Bureau

Percentage of Population 5 to 19, 2024

County	% 5-19	County	% 5-19
Adams	11.7	Marathon	18.7
Ashland	17.9	Marinette	15.8
Barron	17.3	Marquette	16.3
Bayfield	13.9	Menominee	27.0
Brown	19.2	Milwaukee	19.6
Buffalo	17.1	Monroe	20.8
Burnett	13.8	Oconto	16.7
Calumet	19.1	Oneida	13.8
Chippewa	18.1	Outagamie	19.3
Clark	23.4	Ozaukee	18.3
Columbia	17.4	Pepin	19.0
Crawford	16.3	Pierce	19.6
Dane	17.7	Polk	17.0
Dodge	16.3	Portage	17.6
Door	13.1	Price	14.9
Douglas	16.4	Racine	18.7
Dunn	20.0	Richland	18.5
Eau Claire	19.0	Rock	18.7
Florence	11.7	Rusk	17.0
Fond du Lac	18.3	St. Croix	20.0
Forest	16.9	Sauk	18.0
Grant	20.5	Sawyer	15.0
Green	18.3	Shawano	17.6
Green Lake	17.9	Sheboygan	18.2
Iowa	17.7	Taylor	19.9
Iron	12.7	Trempealeau	20.4
Jackson	18.0	Vernon	21.3
Jefferson	19.2	Vilas	13.3
Juneau	16.3	Walworth	17.5
Kenosha	18.7	Washburn	15.0
Kewaunee	18.0	Washington	17.8
La Crosse	17.3	Waukesha	18.0
Lafayette	20.4	Waupaca	16.9
Langlade	16.0	Waushara	15.1
Lincoln	15.2	Winnebago	17.3
Manitowoc	17.1	Wood	17.5

Statewide Measures

Average	18.3%	Median	17.7%

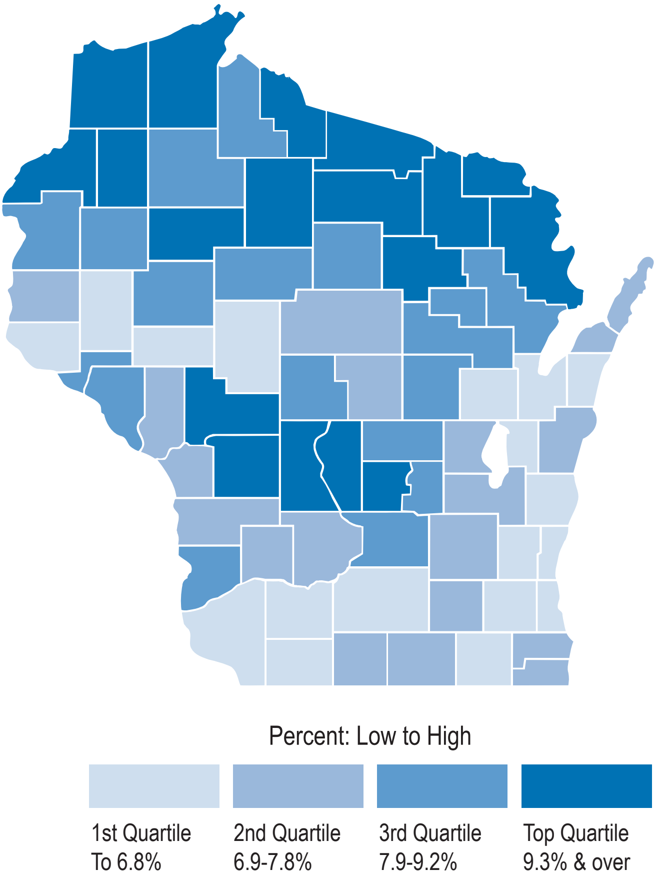
Veterans

Every Wisconsin county has a veterans service office to assist veterans in navigating the complicated network of state and federal benefits. The size of the veteran population varies widely by county.

Statewide, veterans comprised an estimated 6.8% of the 18-or-older population in 2024. In 11 mostly rural counties, that percentage was above 10%. The state's two largest counties were home to significant numbers of veterans, but they comprised a relatively small percentage of the population.

Veterans, Percentage of Adult Population, 2024

Counties by Quartile, Low to High Percent



Source: U.S. Department of Veterans Affairs, 2024 estimate

Veterans, Percentage of Adult Population, 2024

County	% Veterans	County	% Veterans
Adams	10.2	Marathon	7.3
Ashland	8.2	Marinette	10.0
Barron	8.8	Marquette	10.4
Bayfield	9.5	Menominee	8.8
Brown	6.6	Milwaukee	5.3
Buffalo	8.5	Monroe	15.9
Burnett	10.7	Oconto	8.4
Calumet	6.0	Oneida	9.5
Chippewa	8.6	Outagamie	6.8
Clark	6.8	Ozaukee	5.0
Columbia	8.0	Pepin	8.2
Crawford	8.7	Pierce	6.5
Dane	4.8	Polk	8.5
Dodge	7.1	Portage	7.0
Door	7.6	Price	11.0
Douglas	9.4	Racine	6.8
Dunn	6.3	Richland	7.6
Eau Claire	6.4	Rock	7.8
Florence	12.0	Rusk	9.6
Fond du Lac	6.9	St. Croix	7.1
Forest	10.3	Sauk	6.9
Grant	6.2	Sawyer	8.6
Green	6.8	Shawano	8.0
Green Lake	7.9	Sheboygan	6.3
Iowa	6.5	Taylor	7.9
Iron	9.8	Trempealeau	7.7
Jackson	9.5	Vernon	7.5
Jefferson	7.0	Vilas	9.9
Juneau	10.4	Walworth	5.8
Kenosha	7.0	Washburn	10.3
Kewaunee	6.5	Washington	6.6
La Crosse	7.4	Waukesha	5.6
Lafayette	6.2	Waupaca	9.2
Langlade	10.1	Waushara	8.5
Lincoln	8.1	Winnebago	7.6
Manitowoc	7.6	Wood	9.1

Statewide Measures

Average	6.8%	Median	7.8%

Educational Attainment

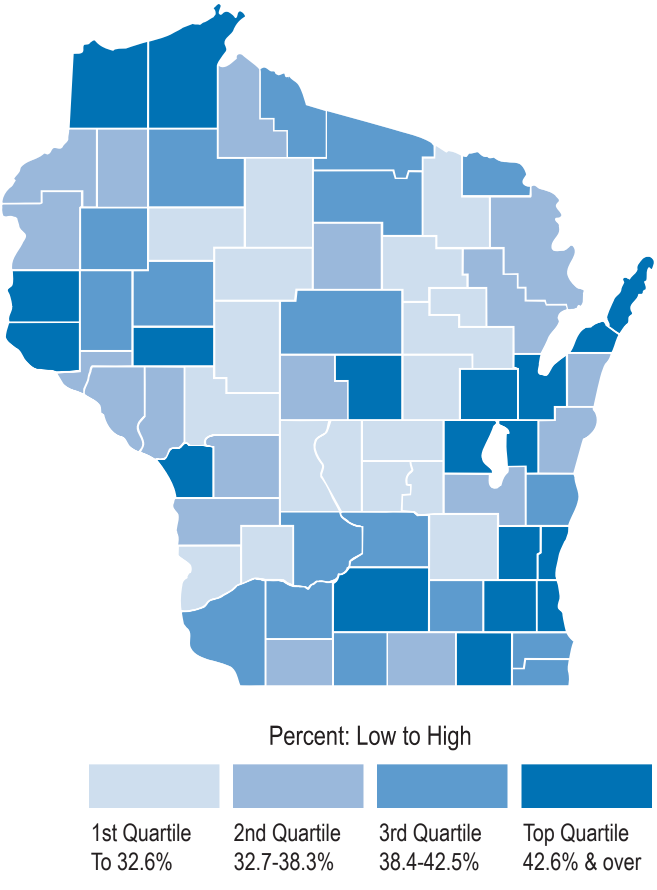
Many higher-paying jobs require a post-secondary degree, be that an associate, bachelor's, or advanced degree. The percentage of a county's 25-or-older population with at least an associate degree sheds light on the ability of employers to find workers to fill those types of jobs.

In 2024, 44.7% of state residents 25 or older had at least an associate degree. That percentage was less than 35% in 2010. This population was concentrated in urban counties and counties with two- or four-year universities.

In 11 less-populous counties, residents with at least an associate degree accounted for under 30% of the population.

Percentage with Associate Degree or More, 2024

Counties by Quartile, Low to High Percent



Source: U.S. Census Bureau

Percentage with Associate Degree or More, 2024

County	% Assoc. +	County	% Assoc. +
Adams	27.3	Marathon	41.6
Ashland	38.1	Marinette	33.6
Barron	38.3	Marquette	26.3
Bayfield	48.0	Menominee	29.6
Brown	46.0	Milwaukee	42.8
Buffalo	36.8	Monroe	33.4
Burnett	34.1	Oconto	34.4
Calumet	46.5	Oneida	41.4
Chippewa	38.9	Outagamie	46.4
Clark	23.7	Ozaukee	59.8
Columbia	38.6	Pepin	37.1
Crawford	32.0	Pierce	46.5
Dane	64.3	Polk	38.2
Dodge	32.0	Portage	46.8
Door	48.8	Price	31.3
Douglas	43.1	Racine	40.0
Dunn	42.1	Richland	32.4
Eau Claire	51.8	Rock	37.7
Florence	38.3	Rusk	29.9
Fond du Lac	35.4	St. Croix	52.4
Forest	27.9	Sauk	40.6
Grant	39.5	Sawyer	39.0
Green	40.2	Shawano	31.4
Green Lake	32.6	Sheboygan	39.2
Iowa	41.9	Taylor	28.3
Iron	41.8	Trempealeau	35.8
Jackson	27.3	Vernon	37.6
Jefferson	39.2	Vilas	42.5
Juneau	29.1	Walworth	42.6
Kenosha	41.9	Washburn	37.8
Kewaunee	37.9	Washington	47.3
La Crosse	50.5	Waukesha	58.6
Lafayette	35.5	Waupaca	31.8
Langlade	29.3	Waushara	28.5
Lincoln	32.7	Winnebago	43.6
Manitowoc	35.0	Wood	36.4

Statewide Measures

Average	44.7%	Median	38.3%

FINANCES

Counties provide services that benefit residents of all ages, from child welfare, to assisting veterans and the elderly, to maintaining both county and state roads and highways. Understanding where counties spend their dollars and how they pay for public services is an essential part of a county official's job.

According to the most recent state figures available, total spending by county governments averaged $1,271 per capita in 2024. By county, spending ranged from $799 to more than $3,730 per resident. Counties with relatively small populations and significant fixed costs often have higher per capita costs.

The largest expenditures were for health and human service programs delivered to children, seniors, veterans, those with mental illness, and others. On average, these expenditures accounted for about a third of all spending, though that percentage varied by county.

Counties have several sources of revenue to fund the services they provide. Property taxes typically account for about 40% of revenues, although that too differs from county to county. State aid, particularly for human services, accounts for more than a quarter of revenues on average.

Nearly all counties impose a 0.5% optional sales tax which typically contributes 10% or less of revenues.

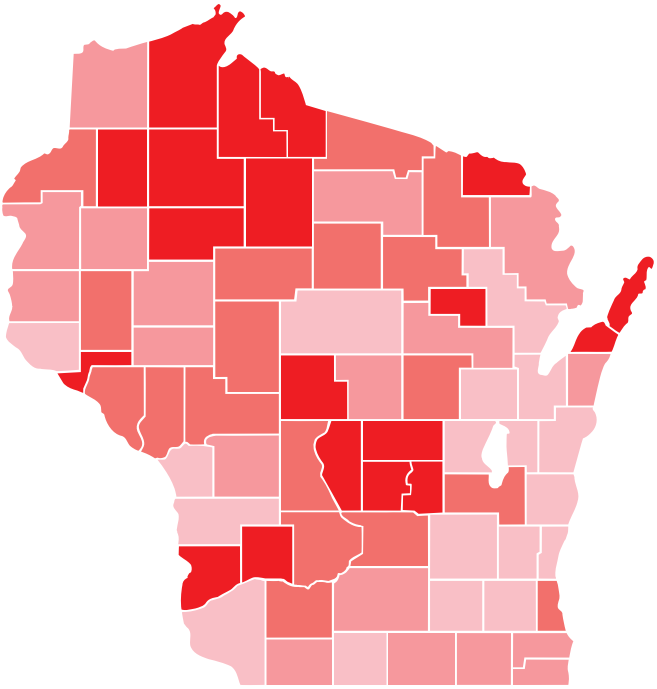
Note: Spending figures are self reported using Wisconsin Department of Revenue accounts. It should be noted that counties can differ on how spending is categorized. Users should be cautious when comparing spending categories.

Total Spending

There are many factors that affect county government spending, including poverty, crime, and miles of county and state roads. Expenditure figures reported here are provided by counties to the Wisconsin Department of Revenue and include both operating and capital expenditures. They are presented on a per capita basis to adjust for county population differences.

Per capita spending in 2024 averaged $1,271 per resident. In individual counties, per capita spending ranged from $799 to $3,730. Expenditures per resident were generally higher in less populous counties.

Total County Expenditures Per Capita, 2024
Counties by Quartile, Low to High Amount



Expenditures: Low to High

1st Quartile	2nd Quartile	3rd Quartile	Top Quartile
To $1,205	$1,206-1,341	$1,342-1,761	$1,762 & over

Source: Wisconsin Department of Revenue: County and Municipal Revenues and Expenditures (CMRE)

Total County Expenditures Per Capita, 2024

County	Total Exp.	County	Total Exp.
Adams	$1,932	Marathon	1,098
Ashland	1,961	Marinette	1,295
Barron	1,334	Marquette	1,980
Bayfield	2,400	Menominee	2,228
Brown	986	Milwaukee	1,498
Buffalo	1,464	Monroe	1,236
Burnett	1,755	Oconto	1,192
Calumet	1,058	Oneida	1,294
Chippewa	1,305	Outagamie	981
Clark	1,497	Ozaukee	799
Columbia	1,377	Pepin	2,044
Crawford	1,887	Pierce	1,095
Dane	1,304	Polk	1,338
Dodge	1,095	Portage	1,249
Door	1,953	Price	1,887
Douglas	1,263	Racine	1,257
Dunn	1,432	Richland	1,781
Eau Claire	1,273	Rock	1,289
Florence	3,389	Rusk	2,304
Fond du Lac	1,381	St. Croix	1,330
Forest	1,761	Sauk	1,490
Grant	990	Sawyer	1,908
Green	1,188	Shawano	1,326
Green Lake	2,245	Sheboygan	1,148
Iowa	1,732	Taylor	1,575
Iron	3,730	Trempealeau	1,345
Jackson	1,635	Vernon	1,050
Jefferson	1,205	Vilas	1,618
Juneau	1,648	Walworth	1,236
Kenosha	1,309	Washburn	1,966
Kewaunee	1,265	Washington	839
La Crosse	1,086	Waukesha	808
Lafayette	1,319	Waupaca	1,369
Langlade	1,439	Waushara	2,303
Lincoln	1,371	Winnebago	909
Manitowoc	1,181	Wood	1,785

Statewide Measures

Average	$1,271	Median	$1,341

Highway Expenditures

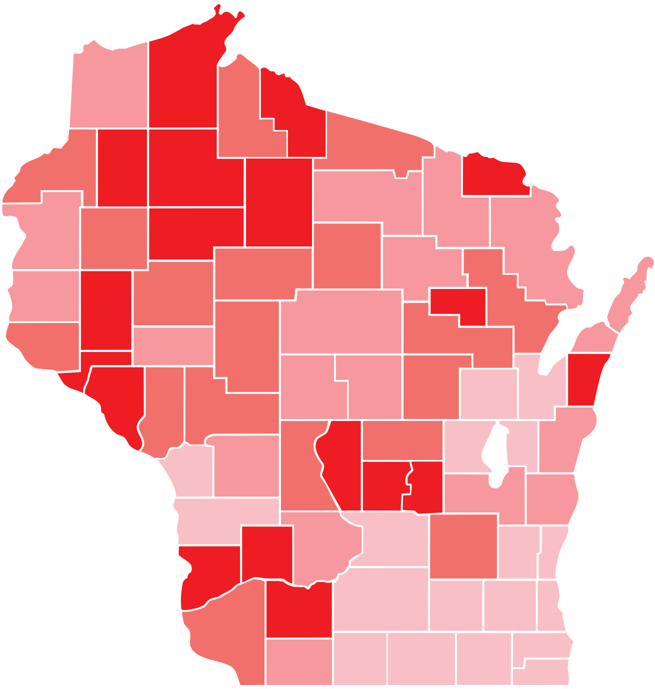
Counties maintain, repair, and upgrade more than 40,000 miles of county roads. They are also responsible for maintaining any state or interstate highways within their boundaries. Some counties also maintain town roads.

The amount a county spends on highways depends on road miles, pavement condition, and weather. Since capital spending is included, spending can be volatile due to material and equipment purchases.

Statewide, county highway spending averaged $106 per capita in 2024, up from $104 in 2023. As counties are responsible for state and interstate highways, these expenditures will not correlate perfectly with road miles reported on page 59.

Highway Expenditures Per Capita, 2024

Counties by Quartile, Low to High Amount



Expenditures: Low to High

1st Quartile	2nd Quartile	3rd Quartile	Top Quartile
To $106	$107-161	$162-214	$215 & over

Source: Wisconsin Department of Revenue, CMRE

Highway Expenditures Per Capita, 2024

County	Hwy. Exp.	County	Hwy. Exp.
Adams	$415	Marathon	117
Ashland	162	Marinette	145
Barron	171	Marquette	351
Bayfield	281	Menominee	247
Brown	90	Milwaukee	53
Buffalo	338	Monroe	158
Burnett	190	Oconto	165
Calumet	77	Oneida	151
Chippewa	214	Outagamie	72
Clark	187	Ozaukee	68
Columbia	97	Pepin	328
Crawford	216	Pierce	169
Dane	62	Polk	150
Dodge	192	Portage	158
Door	156	Price	477
Douglas	133	Racine	21
Dunn	285	Richland	258
Eau Claire	129	Rock	55
Florence	354	Rusk	376
Fond du Lac	138	St. Croix	119
Forest	157	Sauk	122
Grant	179	Sawyer	218
Green	20	Shawano	162
Green Lake	269	Sheboygan	157
Iowa	747	Taylor	199
Iron	229	Trempealeau	205
Jackson	167	Vernon	84
Jefferson	98	Vilas	174
Juneau	206	Walworth	106
Kenosha	94	Washburn	449
Kewaunee	235	Washington	87
La Crosse	77	Waukesha	59
Lafayette	148	Waupaca	190
Langlade	143	Waushara	201
Lincoln	194	Winnebago	40
Manitowoc	136	Wood	159

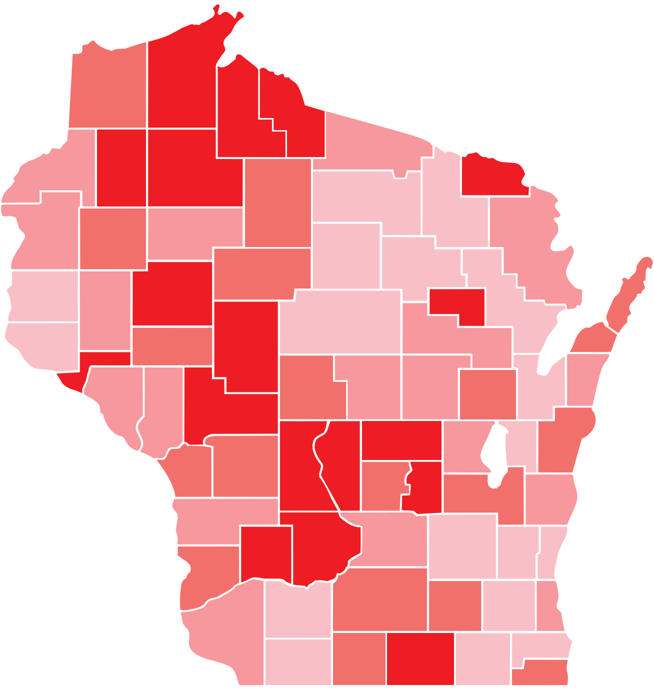
Statewide Measures

Average	$106	Median	$161

Health & Human Services

The largest expenditure category for counties is health and human services (HHS), accounting for just over a third of all county spending. According to the Wisconsin Department of Revenue, spending in this area includes “health officers, health inspections, mental health programs, general relief, cemetery, humane shelter, institution care, social programs, aging and veterans programs.” In 2024, HHS spending statewide averaged $419 per resident, a 6.6% increase over the $393 per capita spent in 2023.

HHS Expenditures Per Capita, 2024
Counties by Quartile, Low to High Amount



Expenditures: Low to High

1st Quartile	2nd Quartile	3rd Quartile	Top Quartile
To $361	$362-444	$445-552	$553 & over

Source: Wisconsin Department of Revenue, CMRE

HHS Expenditures Per Capita, 2024

County	HHS Exp.	County	HHS Exp.
Adams	$571	Marathon	254
Ashland	725	Marinette	410
Barron	545	Marquette	483
Bayfield	721	Menominee	881
Brown	341	Milwaukee	428
Buffalo	388	Monroe	537
Burnett	390	Oconto	361
Calumet	358	Oneida	336
Chippewa	580	Outagamie	451
Clark	594	Ozaukee	243
Columbia	368	Pepin	659
Crawford	514	Pierce	323
Dane	479	Polk	390
Dodge	355	Portage	426
Door	494	Price	512
Douglas	487	Racine	276
Dunn	393	Richland	621
Eau Claire	536	Rock	576
Florence	574	Rusk	419
Fond du Lac	552	St. Croix	291
Forest	335	Sauk	705
Grant	363	Sawyer	567
Green	450	Shawano	442
Green Lake	1,003	Sheboygan	441
Iowa	265	Taylor	450
Iron	730	Trempealeau	378
Jackson	610	Vernon	384
Jefferson	446	Vilas	380
Juneau	577	Walworth	311
Kenosha	489	Washburn	572
Kewaunee	425	Washington	244
La Crosse	501	Waukesha	255
Lafayette	359	Waupaca	368
Langlade	340	Waushara	570
Lincoln	255	Winnebago	362
Manitowoc	524	Wood	516

Statewide Measures

Average	$419	Median	$444

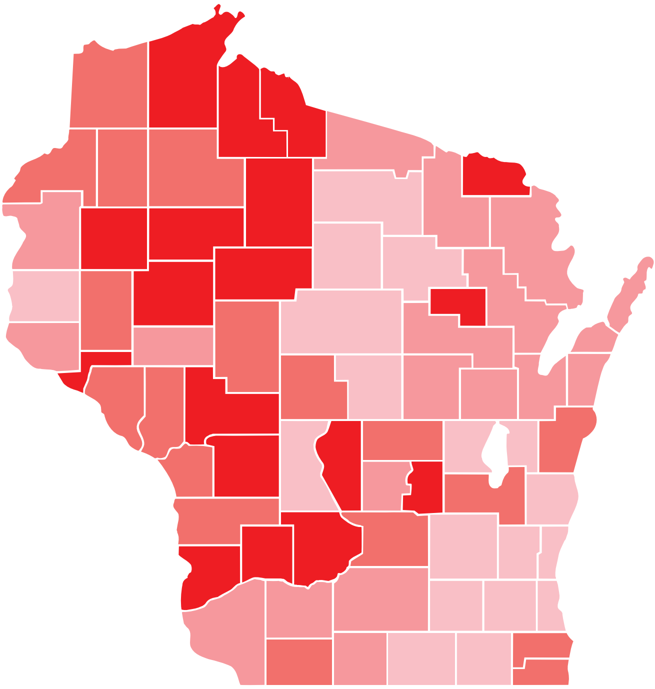
State Aids

State aids fund just over one quarter of the cost of county services. The largest share of these aids helps pay for a variety of human service programs. Counties also receive state assistance for health, highways, and law enforcement, as well as county and municipal aids (shared revenues) that can be used for any purpose. 2023 Act 12 added supplementary shared revenue to county government.

Total state aids to counties averaged $314 per person across the state in 2024. Generally, per capita aids were highest in the northwest and lowest in the southeast.

Total State Aids Per Capita, 2024

Counties by Quartile, Low to High Amount



Aids: Low to High

1st Quartile	2nd Quartile	3rd Quartile	Top Quartile
To $280	$281-383	$384-473	$474 & over

Source: Wisconsin Department of Revenue, CMRE

Total State Aids Per Capita, 2024

County	State Aid	County	State Aid
Adams	$527	Marathon	140
Ashland	705	Marinette	343
Barron	478	Marquette	365
Bayfield	623	Menominee	1,165
Brown	286	Milwaukee	262
Buffalo	449	Monroe	520
Burnett	467	Oconto	300
Calumet	280	Oneida	241
Chippewa	679	Outagamie	283
Clark	384	Ozaukee	175
Columbia	420	Pepin	703
Crawford	552	Pierce	281
Dane	333	Polk	365
Dodge	235	Portage	271
Door	382	Price	509
Douglas	452	Racine	467
Dunn	429	Richland	726
Eau Claire	382	Rock	137
Florence	639	Rusk	804
Fond du Lac	398	St. Croix	184
Forest	329	Sauk	571
Grant	289	Sawyer	439
Green	297	Shawano	291
Green Lake	986	Sheboygan	259
Iowa	343	Taylor	496
Iron	668	Trempealeau	420
Jackson	549	Vernon	397
Jefferson	240	Vilas	366
Juneau	267	Walworth	167
Kenosha	473	Washburn	388
Kewaunee	379	Washington	232
La Crosse	436	Waukesha	184
Lafayette	455	Waupaca	305
Langlade	264	Waushara	422
Lincoln	271	Winnebago	135
Manitowoc	434	Wood	401

Statewide Measures

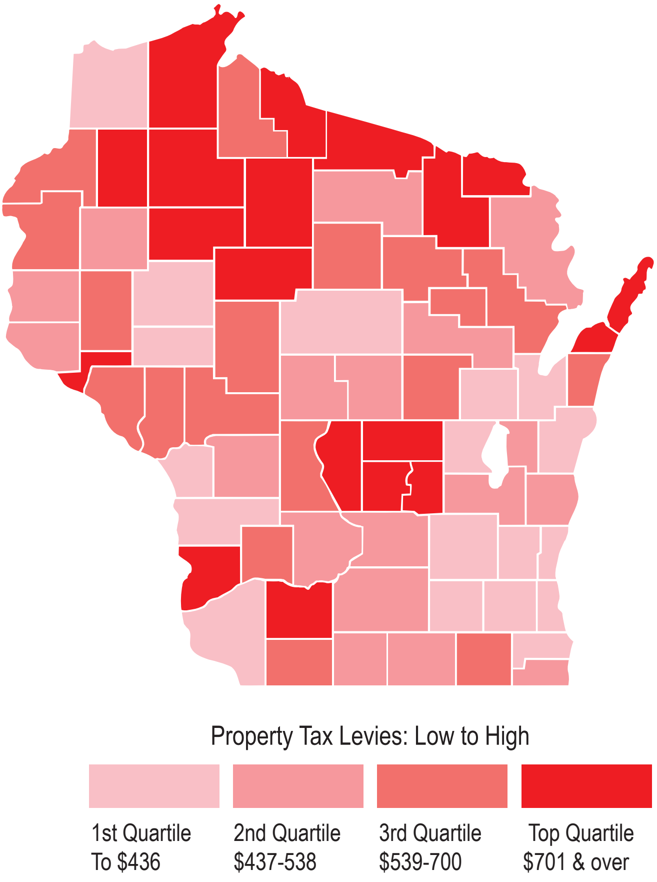
Average	$314	Median	$383

Property Tax Levy

The largest local revenue source for counties is the property tax. On average, property taxes account for more than 40% of county revenues. In 2025, counties levied over $2.63 billion in property taxes, or $436 per capita.

Since 2005, increases in county property taxes have been tied to net new construction in the county (see page 53). The highest property taxes per capita were found primarily in northern and central Wisconsin. Levies were above $700 per resident in 19 counties and below $300 per capita in three counties.

County Levy Per Capita, 2025/26
Counties by Quartile, Low to High Amount



Source: Wisconsin Department of Revenue

County Levy Per Capita

Levied in 2025, Payable in 2026

County	Prop. Tax	County	Prop. Tax
Adams	$1,008	Marathon	436
Ashland	607	Marinette	464
Barron	498	Marquette	1,020
Bayfield	1,048	Menominee	682
Brown	346	Milwaukee	328
Buffalo	597	Monroe	471
Burnett	699	Oconto	571
Calumet	471	Oneida	499
Chippewa	326	Outagamie	359
Clark	655	Ozaukee	257
Columbia	511	Pepin	786
Crawford	724	Pierce	521
Dane	445	Polk	543
Dodge	427	Portage	497
Door	1,057	Price	972
Douglas	429	Racine	331
Dunn	544	Richland	629
Eau Claire	367	Rock	481
Florence	1,438	Rusk	787
Fond du Lac	504	St. Croix	472
Forest	832	Sauk	533
Grant	307	Sawyer	867
Green	524	Shawano	517
Green Lake	997	Sheboygan	458
Iowa	711	Taylor	746
Iron	1,026	Trempealeau	593
Jackson	644	Vernon	426
Jefferson	423	Vilas	775
Juneau	700	Walworth	596
Kenosha	481	Washburn	706
Kewaunee	659	Washington	274
La Crosse	311	Waukesha	293
Lafayette	623	Waupaca	588
Langlade	626	Waushara	971
Lincoln	601	Winnebago	427
Manitowoc	422	Wood	479

Statewide Measures

Average	$436	Median	$538

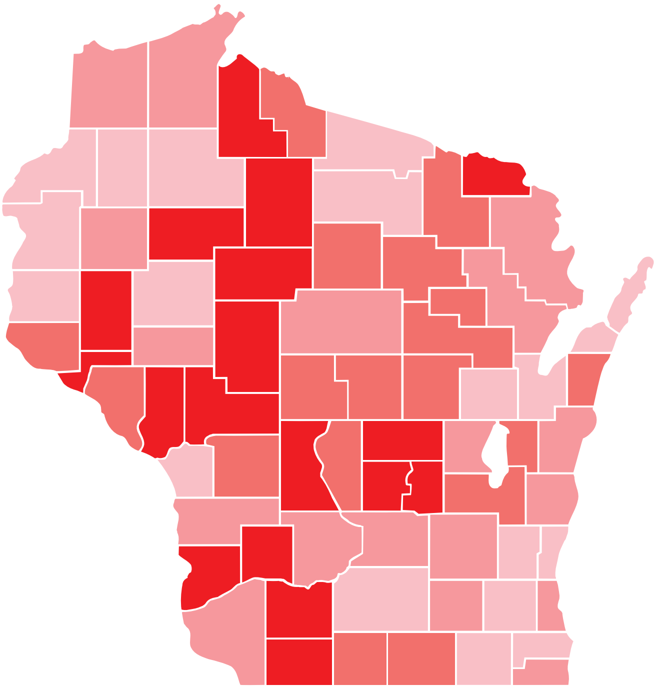
Property Tax Rates

Property tax rates vary widely by county. The tax rate is a ratio of the county levy to the value of all taxable property in the county, excluding the value in tax incremental finance (TIF) districts. Generally, counties with higher tax levies have higher rates, while those with more taxable property value have lower rates.

In 2025/26, the statewide county property tax rate averaged $2.81 per $1,000 of taxable property value, down from $2.95 in the prior year. The reason for the decline was a rapid increase in the value of taxable property in the state.

County Property Tax Rates, 2025/26

Counties by Quartile, Low to High Amount



Rate: Low to High

1st Quartile	2nd Quartile	3rd Quartile	Top Quartile
To $2.67	$2.68-3.54	$3.55-4.28	$4.29 & over

Source: Wisconsin Department of Revenue

County Property Tax Rate (per $1,000 of Value)

Levied in 2025, Payable in 2026

County	Tax Rate	County	Tax Rate
Adams	$3.88	Marathon	3.49
Ashland	4.59	Marinette	2.79
Barron	3.02	Marquette	5.30
Bayfield	3.45	Menominee	4.14
Brown	2.67	Milwaukee	3.14
Buffalo	3.98	Monroe	4.06
Burnett	2.19	Oconto	2.95
Calumet	3.64	Oneida	1.44
Chippewa	2.12	Outagamie	2.65
Clark	5.89	Ozaukee	1.20
Columbia	3.06	Pepin	5.06
Crawford	5.36	Pierce	3.68
Dane	2.48	Polk	2.66
Dodge	3.42	Portage	3.86
Door	2.21	Price	5.43
Douglas	3.11	Racine	2.63
Dunn	4.42	Richland	5.07
Eau Claire	2.76	Rock	3.90
Florence	5.38	Rusk	5.12
Fond du Lac	4.08	St. Croix	2.60
Forest	3.62	Sauk	3.00
Grant	2.89	Sawyer	2.43
Green	3.56	Shawano	3.76
Green Lake	4.44	Sheboygan	3.25
Iowa	4.56	Taylor	6.17
Iron	3.59	Trempealeau	4.88
Jackson	5.14	Vernon	3.51
Jefferson	2.92	Vilas	1.38
Juneau	4.41	Walworth	2.26
Kenosha	3.12	Washburn	2.40
Kewaunee	4.28	Washington	1.49
La Crosse	2.41	Waukesha	1.32
Lafayette	5.05	Waupaca	4.21
Langlade	4.13	Waushara	4.87
Lincoln	4.13	Winnebago	3.42
Manitowoc	3.45	Wood	4.26

Statewide Measures

Average	$2.81	Median	$3.54

County Sales Taxes

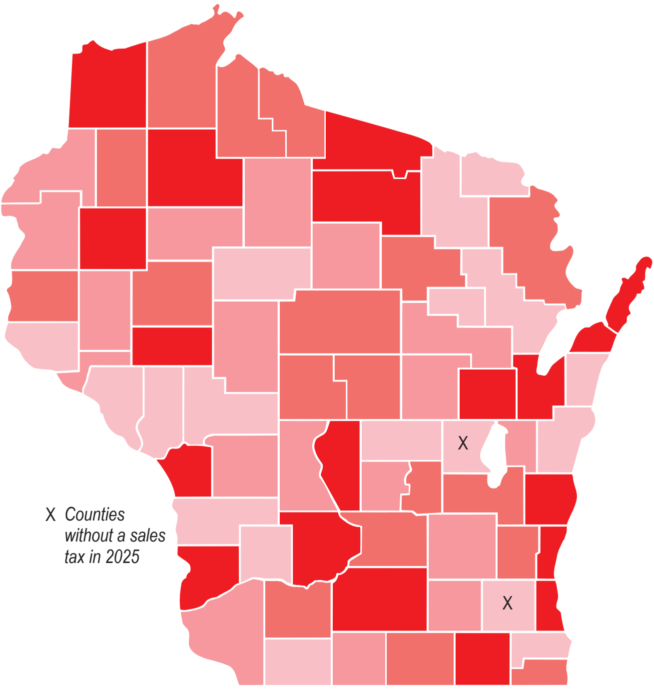
The state allows counties to impose a half-cent sales tax. In 2025, 70 of 72 counties imposed the tax. Counties without the tax are Waukesha, and Winnebago.

Counties that have regional retail centers collect more sales taxes per capita than others. County collections continued to be strong, rising more than 11.1% last year.

Among counties with the tax, revenues averaged $141 per capita.

County Sales Tax Revenue Per Capita, 2025

Counties by Quartile, Low to High Amount



Sales Taxes: Low to High

1st Quartile	2nd Quartile	3rd Quartile	Top Quartile
To $98	$99-116	$117-134	$135 & over

Source: Wisconsin Department of Revenue

County Sales Tax Revenue Per Capita, 2025

County	Sales Tax	County	Sales Tax
Adams	$138	Marathon	128
Ashland	133	Marinette	128
Barron	135	Marquette	99
Bayfield	125	Menominee	33
Brown	148	Milwaukee	200
Buffalo	89	Monroe	112
Burnett	114	Oconto	83
Calumet	114	Oneida	191
Chippewa	134	Outagamie	147
Clark	98	Ozaukee	134
Columbia	128	Pepin	114
Crawford	142	Pierce	88
Dane	145	Polk	116
Dodge	115	Portage	128
Door	219	Price	98
Douglas	138	Racine	71
Dunn	105	Richland	98
Eau Claire	134	Rock	134
Florence	97	Rusk	100
Fond du Lac	117	St. Croix	133
Forest	95	Sauk	201
Grant	109	Sawyer	167
Green	114	Shawano	108
Green Lake	122	Sheboygan	136
Iowa	122	Taylor	91
Iron	131	Trempealeau	97
Jackson	93	Vernon	93
Jefferson	112	Vilas	186
Juneau	107	Walworth	154
Kenosha	131	Washburn	126
Kewaunee	92	Washington	128
La Crosse	148	Waukesha	0
Lafayette	92	Waupaca	105
Langlade	129	Waushara	94
Lincoln	114	Winnebago	0
Manitowoc	84	Wood	116

Statewide Measures			
Average	$127*	Median	$116

When counties without the sales tax are excluded, the average was $141

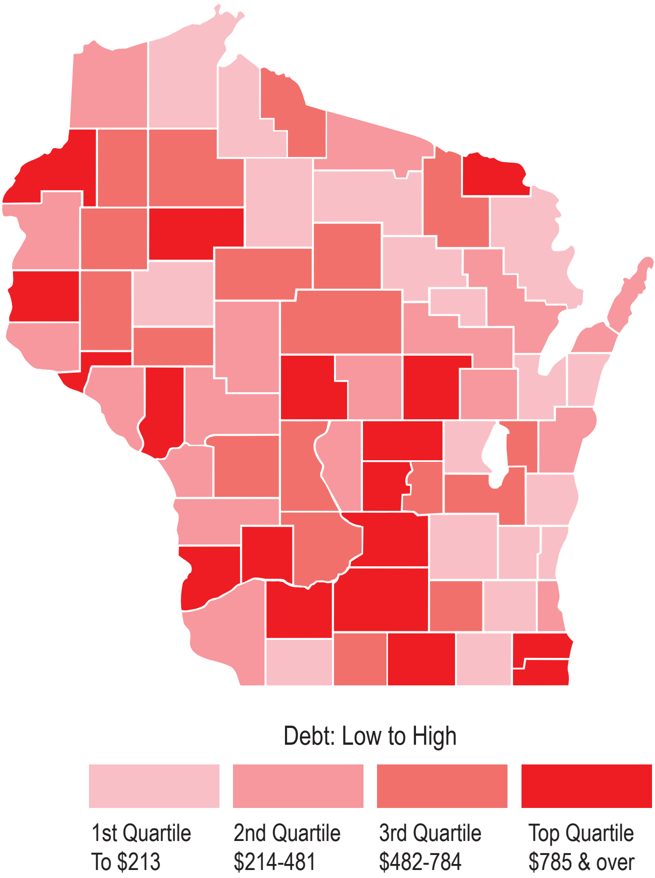
County Debt

Counties typically borrow to pay for long-term capital projects, such as major highway construction, new or expanded jails, or other buildings. Typically, the debt is repaid over 20 years. The primary type of borrowing by counties is general obligation debt that is backed by the credit and taxing authority of the county.

In 2024, counties held $560 per capita in general obligation debt, up from $539 in 2023. Langlade, Menominee, Oneida, and Walworth were the only debt free counties in 2024.

General Obligation (GO) Debt Per Capita, 2024

Counties by Quartile, Low to High Amount



Source: Wisconsin Department of Revenue, CMRE

General Obligation (GO) Debt Per Capita, 2024

County	GO Debt	County	GO Debt
Adams	$231	Marathon	670
Ashland	213	Marinette	96
Barron	622	Marquette	927
Bayfield	80	Menominee	0
Brown	154	Milwaukee	436
Buffalo	276	Monroe	634
Burnett	1,578	Oconto	262
Calumet	659	Oneida	0
Chippewa	153	Outagamie	340
Clark	281	Ozaukee	204
Columbia	1,048	Pepin	1,450
Crawford	884	Pierce	327
Dane	1,273	Polk	196
Dodge	70	Portage	242
Door	257	Price	229
Douglas	423	Racine	807
Dunn	584	Richland	1,526
Eau Claire	645	Rock	840
Florence	1,069	Rusk	1,085
Fond du Lac	511	St. Croix	1,158
Forest	784	Sauk	665
Grant	447	Sawyer	581
Green	738	Shawano	314
Green Lake	541	Sheboygan	202
Iowa	1,095	Taylor	541
Iron	583	Trempealeau	2,200
Jackson	319	Vernon	475
Jefferson	509	Vilas	319
Juneau	487	Walworth	0
Kenosha	921	Washburn	538
Kewaunee	211	Washington	176
La Crosse	460	Waukesha	211
Lafayette	188	Waupaca	1,018
Langlade	0	Waushara	2,236
Lincoln	541	Winnebago	177
Manitowoc	363	Wood	1,595

Statewide Measures			
Average	$560	Median	$481

ECONOMY/DEVELOPMENT

The economic health of a county cannot be measured by just one indicator. A holistic view of the economy includes job growth, unemployment, income, poverty, and wealth.

Often, these economic factors are related. High per capita incomes are correlated with less poverty and joblessness, and often greater wealth. The reverse is also true: Low average incomes are typically accompanied by poverty, unemployment, and less property ownership.

The geography of the state reflects these economic factors. Many rural counties experience modest incomes, above average poverty, and shrinking labor forces.

One way for a county to move from a position of relative disadvantage to one of prosperity is through economic expansion. Employment growth is one indicator. New construction is another measure of economic activity. This is especially important for local governments because new construction determines allowable increases in the property tax levy, generating more revenue to invest in services that help promote a healthy economy.

Median home prices based on annual sales highlight the variation in the cost of single family homes throughout the state. The home affordability index measures the ratio of home prices to average wage in the county.

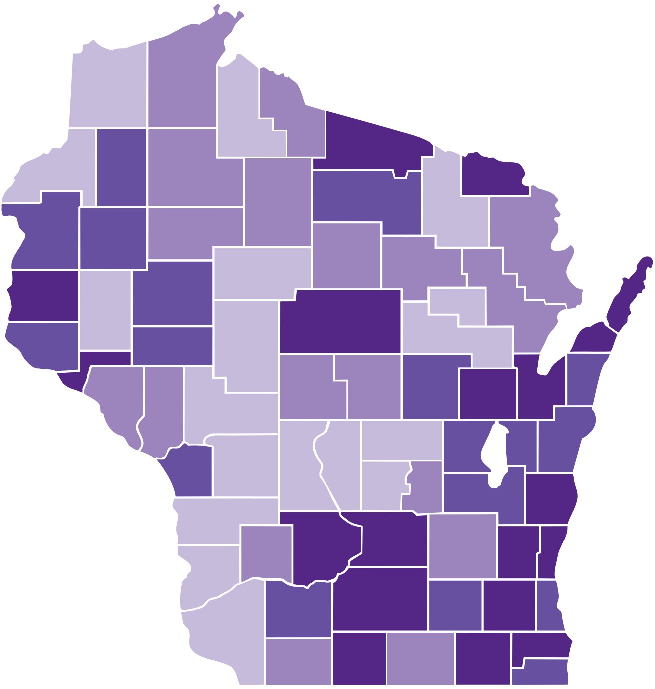
Personal Income

Personal income is a broad measure that includes wages, dividends and interest, rental income, and government payments, among others. To compare large and small counties, we report this measure on a per capita basis.

In 2024, Wisconsin's per capita personal income (PCPI) was $67,755, a 4.3% increase from the prior year.

Per Capita Personal Income, 2024

Counties by Quartile, Low to High Amount



PCPI: Low to High

1st Quartile	2nd Quartile	3rd Quartile	Top Quartile
To $55,324	$55,325-59,659	$59,670-65,407	$65,408 & over

Source: U.S. Bureau of Economic Analysis

Per Capita Personal Income, 2024

County	PCPI	County	PCPI
Adams	$49,375	Marathon	65,589
Ashland	51,395	Marinette	55,670
Barron	63,871	Marquette	54,913
Bayfield	58,806	Menominee	43,696
Brown	68,296	Milwaukee	62,166
Buffalo	59,353	Monroe	55,324
Burnett	54,560	Oconto	57,341
Calumet	64,371	Oneida	64,819
Chippewa	59,758	Outagamie	67,258
Clark	54,674	Ozaukee	109,947
Columbia	75,993	Pepin	65,720
Crawford	52,463	Pierce	62,869
Dane	81,203	Polk	60,035
Dodge	57,801	Portage	59,559
Door	82,172	Price	56,024
Douglas	55,321	Racine	65,942
Dunn	53,534	Richland	56,908
Eau Claire	62,830	Rock	58,844
Florence	68,779	Rusk	57,504
Fond du Lac	62,319	St. Croix	73,222
Forest	51,621	Sauk	69,974
Grant	54,345	Sawyer	56,759
Green	68,126	Shawano	54,304
Green Lake	56,649	Sheboygan	67,247
Iowa	65,244	Taylor	52,543
Iron	59,251	Trempealeau	55,519
Jackson	53,121	Vernon	54,211
Jefferson	60,938	Vilas	71,506
Juneau	51,172	Walworth	70,814
Kenosha	62,267	Washburn	60,638
Kewaunee	62,402	Washington	76,329
La Crosse	65,407	Waukesha	94,831
Lafayette	56,858	Waupaca	59,826
Langlade	56,356	Waushara	51,567
Lincoln	59,521	Winnebago	62,289
Manitowoc	60,076	Wood	58,549

Statewide Measures

Average	$67,755	Median	$59,659

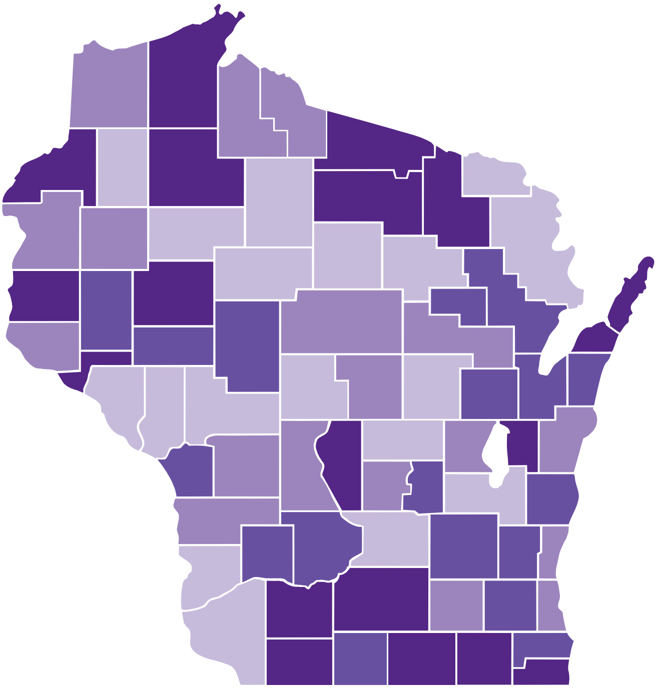
Employment Growth

Job growth is important for the economic health of counties. Monthly and annual changes can sometimes be an aberration due to unusual activity. Thus, five-year changes are presented here to smooth those anomalies.

During 2020-2025, the number of Wisconsin jobs increased 4.9% partially due to rehiring after initial losses during the pandemic.

There was no clear pattern of job gains and losses. The strongest job growth was in Burnett, Chippewa, Kenosha, Lafayette, St. Croix, and Walworth counties.

Five-Year Job Growth, 2020-25
Counties by Quartile, Low to High Percent



Growth: Low to High

1st Quartile	2nd Quartile	3rd Quartile	Top Quartile
To -1.4%	-1.3 to 2.7%	2.8 to 5.2%	5.3% & over

Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW)

Five-Year Job Growth (%), 2020-2025

County	Job Growth	County	Job Growth
Adams	7.3	Marathon	-0.2
Ashland	1.8	Marinette	-1.6
Barron	-0.7	Marquette	2.6
Bayfield	8.2	Menominee	5.2
Brown	4.3	Milwaukee	0.5
Buffalo	-8.8	Monroe	1.9
Burnett	14.4	Oconto	4.7
Calumet	9.6	Oneida	9.4
Chippewa	11.1	Outagamie	2.8
Clark	4.0	Ozaukee	-0.7
Columbia	-1.4	Pepin	7.4
Crawford	-5.9	Pierce	1.7
Dane	7.4	Polk	0.5
Dodge	5.0	Portage	2.0
Door	7.9	Price	-7.1
Douglas	1.0	Racine	4.1
Dunn	5.0	Richland	3.2
Eau Claire	3.3	Rock	6.3
Florence	-4.9	Rusk	-8.6
Fond du Lac	-2.0	St. Croix	11.1
Forest	8.0	Sauk	5.1
Grant	-2.6	Sawyer	8.0
Green	3.8	Shawano	0.2
Green Lake	3.4	Sheboygan	2.9
Iowa	7.1	Taylor	-3.9
Iron	-0.1	Trempealeau	-5.6
Jackson	-6.7	Vernon	1.0
Jefferson	1.7	Vilas	5.9
Juneau	0.6	Walworth	11.3
Kenosha	12.7	Washburn	-3.2
Kewaunee	4.6	Washington	3.8
La Crosse	3.9	Waukesha	4.0
Lafayette	15.5	Waupaca	-2.2
Langlade	-1.5	Waushara	-3.8
Lincoln	-4.3	Winnebago	2.6
Manitowoc	1.2	Wood	-4.9

Statewide Measures

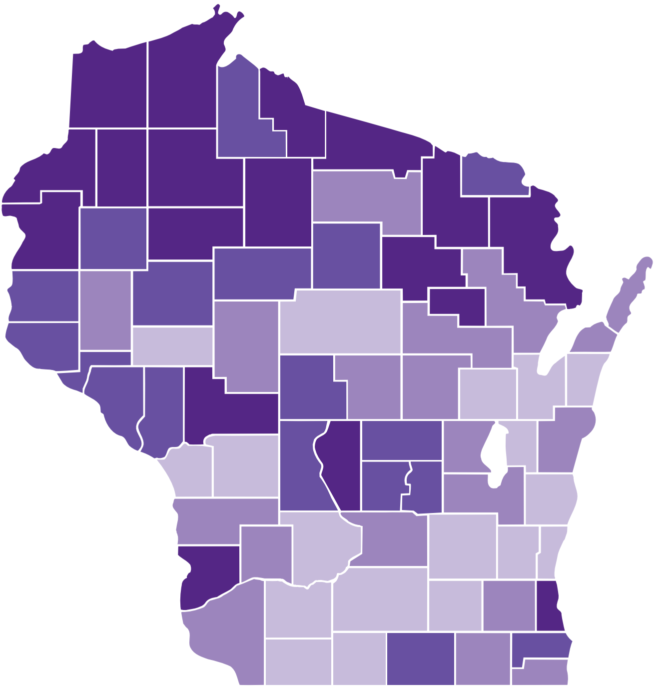
Average	4.9%	Median	2.7%

Unemployment

The unemployment rate is calculated as the number of county residents 16 or older who are unemployed and looking for work as a percentage of the total workforce in the county. It is a measure of the economic health of the county.

Following a spike in the rate in 2020 due to the pandemic, the rate declined in subsequent years, leveling off at 3.0% in 2023 and 2024. The the statewide rate ticked up slightly to 3.2% in 2025. Most counties experienced relatively small changes in their rates. In 2025, unemployment rates ranged from 2.5% in Calumet County to 5.5% in Iron County.

Unemployment Rate, 2025
Counties by Quartile, Low to High Rate



Unemployment Rate: Low to High

1st Quartile	2nd Quartile	3rd Quartile	Top Quartile
To 2.9%	3.0-3.5%	3.6-4.0%	4.1% & over

Source: U.S. Bureau of Labor Statistics

Unemployment Rate (%), 2025

County	Rate	County	Rate
Adams	4.9	Marathon	2.8
Ashland	3.9	Marinette	4.1
Barron	4.0	Marquette	3.9
Bayfield	4.6	Menominee	5.1
Brown	2.9	Milwaukee	4.0
Buffalo	4.0	Monroe	2.9
Burnett	5.0	Oconto	3.4
Calumet	2.5	Oneida	3.4
Chippewa	3.7	Outagamie	2.9
Clark	3.0	Ozaukee	2.8
Columbia	3.0	Pepin	3.5
Crawford	4.1	Pierce	3.7
Dane	2.6	Polk	4.8
Dodge	2.7	Portage	3.1
Door	3.4	Price	4.3
Douglas	4.6	Racine	3.8
Dunn	3.4	Richland	3.2
Eau Claire	2.9	Rock	3.5
Florence	3.8	Rusk	4.7
Fond du Lac	3.0	St. Croix	3.7
Forest	4.5	Sauk	2.9
Grant	3.2	Sawyer	4.0
Green	2.6	Shawano	3.1
Green Lake	3.5	Sheboygan	2.8
Iowa	2.8	Taylor	3.9
Iron	5.5	Trempealeau	3.5
Jackson	4.1	Vernon	3.1
Jefferson	2.9	Vilas	4.0
Juneau	3.6	Walworth	2.9
Kenosha	3.4	Washburn	4.3
Kewaunee	2.8	Washington	2.8
La Crosse	2.8	Waukesha	2.9
Lafayette	2.7	Waupaca	3.1
Langlade	4.0	Waushara	3.8
Lincoln	3.6	Winnebago	2.9
Manitowoc	3.0	Wood	3.5

Statewide Measures			
Average	3.2%	Median	3.5%

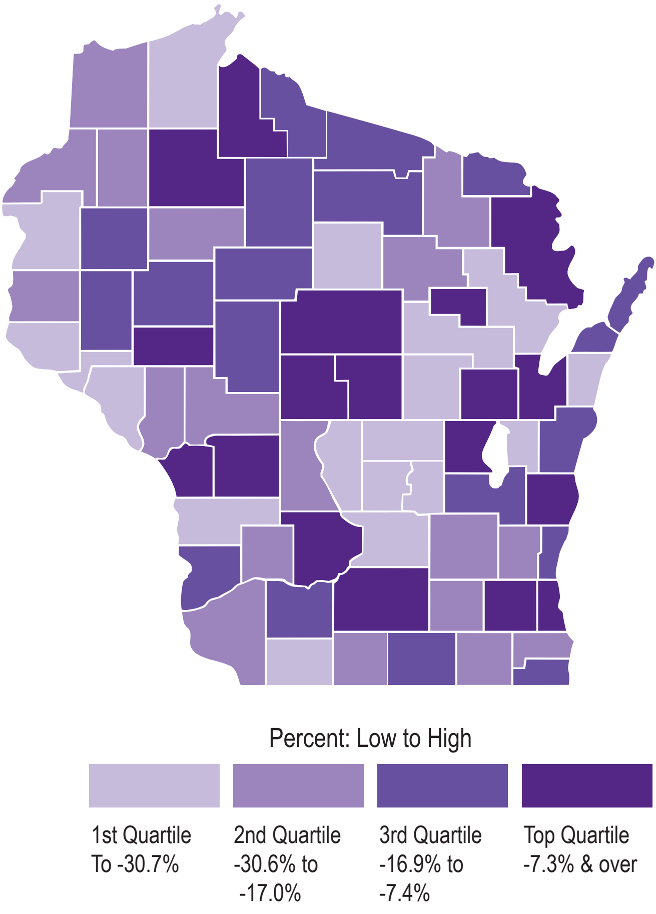
Commuting

The amount of commuting in and out of a county is due to many factors. Workers typically seek high-paying jobs. Many also choose to live in locations with particular amenities, e.g., good schools, affordable housing, and parks and recreation. The place with the higher-paying jobs may be in a different county than the one with amenities, which results in commuting.

Here, net commuting is measured as the number of commuters into a county minus the number commuting out as a percentage of the total county workforce. A positive figure indicates the county attracts more workers than the number leaving, a negative number indicates the converse.

Net In-Commuting, Percentage of Labor Force, 2023

Counties by Quartile, Low to High Percent



Source: U.S. Census Bureau

Net In-Commuting, Percentage of Labor Force, 2023

County	% Net In	County	% Net In
Adams	-43.6	Marathon	4.1
Ashland	2.9	Marinette	-3.0
Barron	-11.7	Marquette	-38.9
Bayfield	-35.5	Menominee	30.9
Brown	16.6	Milwaukee	9.9
Buffalo	-53.7	Monroe	-7.4
Burnett	-19.0	Oconto	-54.5
Calumet	-34.3	Oneida	-13.8
Chippewa	-11.4	Outagamie	10.6
Clark	-7.4	Ozaukee	-8.2
Columbia	-31.1	Pepin	-36.8
Crawford	-16.9	Pierce	-30.8
Dane	21.3	Polk	-34.3
Dodge	-19.4	Portage	-2.4
Door	-9.8	Price	-16.0
Douglas	-18.9	Racine	-25.4
Dunn	-10.0	Richland	-30.3
Eau Claire	21.0	Rock	-11.1
Florence	-9.0	Rusk	-21.8
Fond du Lac	-7.7	St. Croix	-29.0
Forest	-17.0	Sauk	-2.3
Grant	-22.8	Sawyer	-4.9
Green	-18.9	Shawano	-43.9
Green Lake	-36.2	Sheboygan	3.8
Iowa	-16.0	Taylor	-10.6
Iron	-8.5	Trempealeau	-24.6
Jackson	-22.9	Vernon	-33.3
Jefferson	-19.6	Vilas	-9.9
Juneau	-18.9	Walworth	-17.2
Kenosha	-11.4	Washburn	-30.3
Kewaunee	-41.1	Washington	-18.6
La Crosse	23.0	Waukesha	25.3
Lafayette	-33.7	Waupaca	-31.7
Langlade	-24.6	Waushara	-47.1
Lincoln	-30.7	Winnebago	11.7
Manitowoc	-16.4	Wood	3.3

Statewide Measures

Average	-0.9%	Median	-17.0%

Poverty

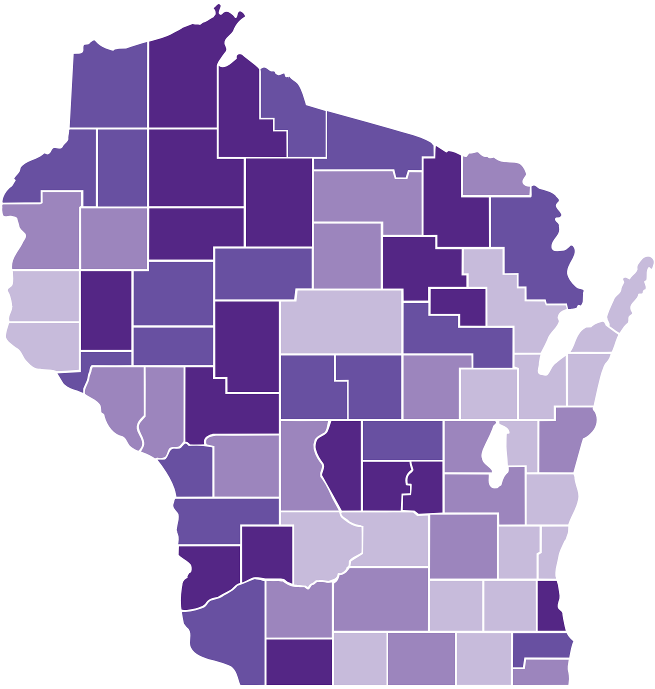
Counties with higher poverty rates often have increased demand for certain tax-funded public services. The 2024 poverty level for a family of four was set by the federal government at $31,200. Families with incomes at or below that level are considered in poverty.

In 2024, the poverty rate averaged 10.3% statewide, down slightly from 2023. Generally, poverty was lowest in southeast Wisconsin and highest in the north and southwest.

Note: For 2026, the income cutoff for a family of four is $33,000.

Poverty Rate, 2024

Counties by Quartile, Low to High Rate



Rate: Low to High

1st Quartile	2nd Quartile	3rd Quartile	Top Quartile
To 8.6%	8.7-10.4%	10.5-11.9%	12.0% & over

Source: U.S. Census Bureau

Poverty Rate (%), 2024

County	Poverty Rate	County	Poverty Rate
Adams	12.1	Marathon	7.5
Ashland	13.2	Marinette	11.8
Barron	10.2	Marquette	12.2
Bayfield	12.2	Menominee	24.4
Brown	8.2	Milwaukee	16.8
Buffalo	8.8	Monroe	9.8
Burnett	10.6	Oconto	8.5
Calumet	5.8	Oneida	9.5
Chippewa	10.7	Outagamie	6.6
Clark	13.7	Ozaukee	5.4
Columbia	6.7	Pepin	11.0
Crawford	12.9	Pierce	7.8
Dane	9.9	Polk	9.1
Dodge	9.2	Portage	10.5
Door	7.9	Price	12.2
Douglas	11.9	Racine	11.7
Dunn	13.5	Richland	13.0
Eau Claire	10.8	Rock	9.9
Florence	10.2	Rusk	13.9
Fond du Lac	9.1	St. Croix	5.9
Forest	15.7	Sauk	8.6
Grant	11.9	Sawyer	13.3
Green	8.4	Shawano	10.8
Green Lake	13.6	Sheboygan	8.3
Iowa	8.7	Taylor	10.5
Iron	11.9	Trempealeau	9.4
Jackson	13.5	Vernon	11.6
Jefferson	7.7	Vilas	10.4
Juneau	10.4	Walworth	7.9
Kenosha	9.8	Washburn	11.2
Kewaunee	7.4	Washington	6.3
La Crosse	11.3	Waukesha	5.5
Lafayette	12.5	Waupaca	9.0
Langlade	14.3	Waushara	11.1
Lincoln	9.3	Winnebago	9.8
Manitowoc	9.5	Wood	11.3

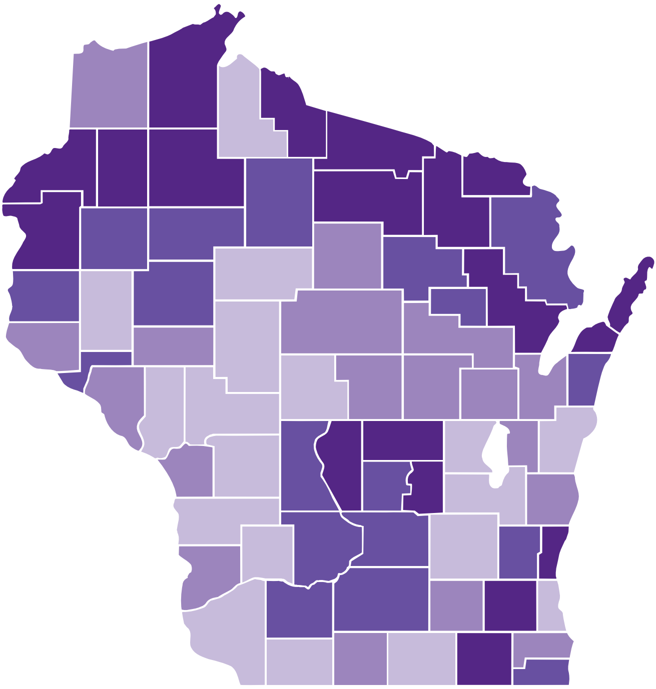
Statewide Measures			
Average	10.3%	Median	10.4%

Property Values

Equalized values are state estimates of the current market value of all taxable property in an area, in this case a county. Values per capita tend to be higher in counties with more businesses and in those with more vacation property owned by nonresidents. Statewide, values averaged $162,887 per capita in 2025, a 7.5% increase from 2024.

Of the 18 counties with the highest equalized value per capita (dark purple on the map), 11 are in the rural north. These are generally sparsely-populated counties with large numbers of vacation homes owned by nonresidents. Also in this group is Door County, which is also rural and has a large number of vacation properties.

Equalized Values Per Capita, 2025
Counties by Quartile, Low to High Values



Per Capita Value ($ Thousands): Low to High

1st Quartile	2nd Quartile	3rd Quartile	Top Quartile
To $132,859	$132,860-153,119	$153,120-192,983	$192,984 & over

Source: Wisconsin Department of Revenue

Equalized Values Per Capita, 2025

County	Eq. Value	County	Eq. Value
Adams	$270,616	Marathon	133,850
Ashland	132,859	Marinette	169,559
Barron	169,358	Marquette	192,983
Bayfield	304,899	Menominee	164,869
Brown	143,553	Milwaukee	112,030
Buffalo	151,762	Monroe	121,654
Burnett	320,351	Oconto	194,467
Calumet	139,857	Oneida	350,229
Chippewa	162,287	Outagamie	143,600
Clark	113,713	Ozaukee	222,121
Columbia	170,781	Pepin	160,714
Crawford	135,997	Pierce	145,852
Dane	192,005	Polk	206,619
Dodge	128,804	Portage	138,657
Door	487,684	Price	181,877
Douglas	140,349	Racine	144,932
Dunn	126,360	Richland	124,807
Eau Claire	137,522	Rock	128,795
Florence	272,112	Rusk	158,120
Fond du Lac	124,989	St. Croix	186,760
Forest	230,528	Sauk	190,971
Grant	110,197	Sawyer	357,128
Green	150,343	Shawano	140,901
Green Lake	227,209	Sheboygan	145,708
Iowa	161,584	Taylor	122,386
Iron	285,656	Trempealeau	123,685
Jackson	127,947	Vernon	125,637
Jefferson	148,740	Vilas	562,381
Juneau	161,820	Walworth	269,238
Kenosha	172,042	Washburn	294,271
Kewaunee	155,651	Washington	192,980
La Crosse	138,141	Waukesha	229,432
Lafayette	125,889	Waupaca	142,374
Langlade	154,475	Waushara	200,619
Lincoln	149,341	Winnebago	130,726
Manitowoc	126,590	Wood	116,940

Statewide Measures

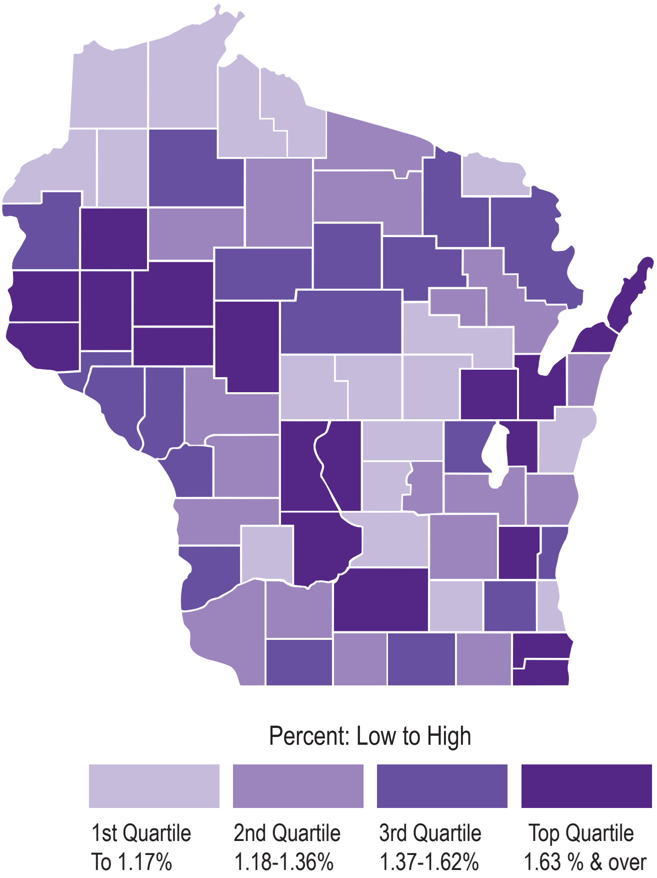
Average	$162,887	Median	$153,119

New Construction

Net new construction measures the growth in property value due to the construction of new buildings in an area. This measure serves a dual purpose. First, it provides a measure of economic development in a county. Second, the percentages are used in the state levy limit formula to determine the amount by which counties can increase their property tax levies. Net new construction for 2025 (activity during 2024) averaged 1.65% statewide, up slightly from the prior year.

There was a wide divergence in this measure. In 10 counties, net new construction was less than 1%; in 7 others it was above 2%.

Net New Construction, 2025
Counties by Quartile, Low to High Percent Change



Source: Wisconsin Department of Revenue

Net New Construction (%), 2025

County	% NNC	County	% NNC
Adams	2.94	Marathon	1.61
Ashland	1.15	Marinette	1.49
Barron	1.66	Marquette	0.99
Bayfield	0.86	Menominee	1.29
Brown	1.80	Milwaukee	0.97
Buffalo	1.60	Monroe	1.22
Burnett	0.68	Oconto	1.26
Calumet	2.53	Oneida	1.33
Chippewa	1.92	Outagamie	1.77
Clark	2.33	Ozaukee	1.73
Columbia	1.15	Pepin	1.36
Crawford	1.37	Pierce	1.65
Dane	2.37	Polk	1.47
Dodge	1.26	Portage	1.12
Door	1.78	Price	1.20
Douglas	0.63	Racine	4.83
Dunn	1.89	Richland	0.27
Eau Claire	2.04	Rock	1.62
Florence	0.73	Rusk	1.35
Fond du Lac	1.18	St. Croix	1.96
Forest	1.44	Sauk	1.98
Grant	1.29	Sawyer	1.46
Green	1.34	Shawano	1.17
Green Lake	1.24	Sheboygan	1.34
Iowa	1.23	Taylor	1.40
Iron	1.14	Trempealeau	1.61
Jackson	1.23	Vernon	1.31
Jefferson	0.74	Vilas	1.28
Juneau	2.60	Walworth	1.33
Kenosha	1.78	Washburn	1.13
Kewaunee	1.25	Washington	1.56
La Crosse	1.51	Waukesha	1.46
Lafayette	1.49	Waupaca	1.13
Langlade	1.50	Waushara	1.16
Lincoln	1.42	Winnebago	1.43
Manitowoc	0.83	Wood	0.97

Statewide Measures

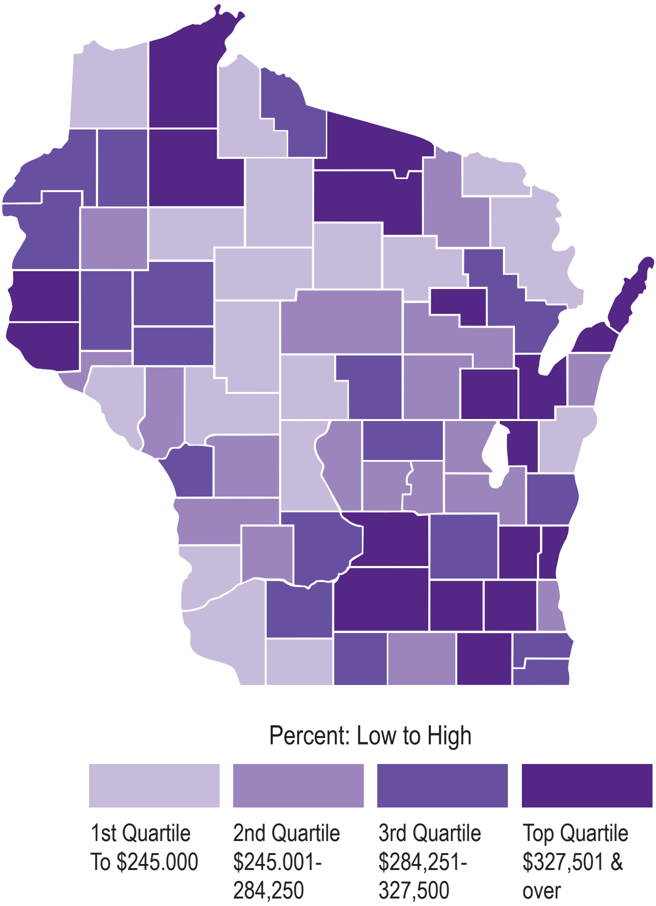
Average	1.65%	Median	1.36%

House Prices

A variety of factors determine the selling price of a single family home including, among others, the size of the house, its location, the number of potential buyers, and mortgage rates.

In 2025, the median selling price of a home in Wisconsin was $325,000, which is $15,000 (4.8%) higher than in 2024. Selling prices by county varied widely. In less populous counties, median prices can vary widely from year to year due to relatively few sales.

Median House Price, 2025
Counties by Quartile, Low to High



Source: Wisconsin Realtors Association

Median House Price, 2025

County	Price	County	Price
Adams	$250,000	Marathon	269,900
Ashland	181,000	Marinette	210,000
Barron	279,500	Marquette	272,500
Bayfield	328,000	Menominee	585,000
Brown	351,000	Milwaukee	275,000
Buffalo	235,000	Monroe	268,000
Burnett	325,000	Oconto	310,000
Calumet	360,000	Oneida	375,000
Chippewa	311,000	Outagamie	330,000
Clark	195,000	Ozaukee	479,000
Columbia	337,400	Pepin	254,500
Crawford	240,000	Pierce	343,000
Dane	454,900	Polk	301,000
Dodge	297,500	Portage	315,000
Door	447,000	Price	199,000
Douglas	245,000	Racine	291,000
Dunn	292,500	Richland	269,900
Eau Claire	305,700	Rock	281,500
Florence	174,900	Rusk	196,000
Fond du Lac	260,000	St. Croix	389,900
Forest	275,000	Sauk	325,000
Grant	214,450	Sawyer	340,000
Green	285,000	Shawano	250,050
Green Lake	283,500	Sheboygan	295,000
Iowa	324,950	Taylor	215,000
Iron	327,500	Trempealeau	249,900
Jackson	216,000	Vernon	278,000
Jefferson	345,000	Vilas	425,500
Juneau	240,000	Walworth	389,900
Kenosha	310,000	Washburn	312,500
Kewaunee	283,000	Washington	385,000
La Crosse	315,000	Waukesha	490,000
Lafayette	235,000	Waupaca	260,000
Langlade	200,000	Waushara	285,000
Lincoln	227,000	Winnebago	280,000
Manitowoc	230,000	Wood	219,950

Statewide Measures

State Median $325,000 Cty. Median $284,250

Home Affordability

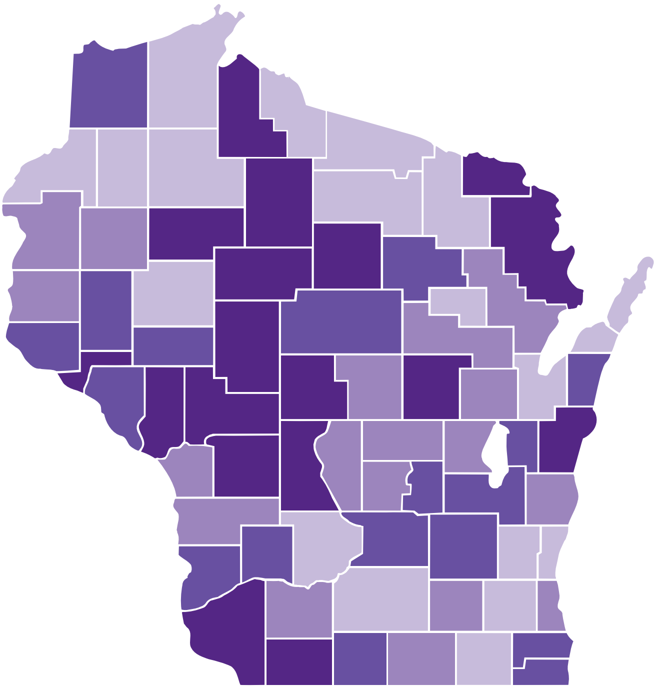
Affordable housing is critical for a growing economy as it can be an effective tool to attract and retain workers.

The affordability index reported measures the cost of a 30-year mortgage on the median home price against median household income. An index above 100 indicates houses are relatively affordable. An index below indicates they are unaffordable.

Over the past four years, the statewide index fell from 156 (median household has 56% more income than needed) to 89.3 (same household has 10.7% less income than needed). Housing remained "affordable" in a little less than half of the 72 counties.

Home Affordability Index, 2025

Counties by Quartile, Low (least affordable) to High



Percent: Low to High

1st Quartile	2nd Quartile	3rd Quartile	Top Quartile
To 86.9	86.7 - 97.0	97.1 - 113.0	113.1 & over

Source: Forward Analytics calculations based on data from the Wisconsin Realtors Association, Census Bureau, and Federal Housing Finance Agency

Home Affordability Index, 2025

County	Index	County	Index
Adams	92.6	Marathon	113.0
Ashland	144.4	Marinette	114.7
Barron	93.3	Marquette	97.0
Bayfield	86.9	Menominee	34.0
Brown	86.3	Milwaukee	91.1
Buffalo	107.3	Monroe	114.9
Burnett	70.6	Oconto	94.3
Calumet	103.0	Oneida	72.4
Chippewa	79.1	Outagamie	87.0
Clark	118.6	Ozaukee	85.5
Columbia	97.1	Pepin	114.2
Crawford	105.9	Pierce	105.0
Dane	78.7	Polk	91.9
Dodge	102.3	Portage	89.4
Door	77.5	Price	128.6
Douglas	101.4	Racine	104.6
Dunn	98.1	Richland	101.4
Eau Claire	98.0	Rock	95.1
Florence	156.5	Rusk	119.6
Fond du Lac	112.0	St. Croix	88.1
Forest	85.8	Sauk	83.3
Grant	143.9	Sawyer	77.3
Green	110.1	Shawano	96.1
Green Lake	107.4	Sheboygan	93.9
Iowa	90.7	Taylor	130.8
Iron	68.5	Trempealeau	131.9
Jackson	119.6	Vernon	92.6
Jefferson	90.1	Vilas	62.4
Juneau	117.7	Walworth	83.2
Kenosha	107.0	Washburn	84.4
Kewaunee	110.9	Washington	81.3
La Crosse	93.8	Waukesha	79.9
Lafayette	123.1	Waupaca	119.1
Langlade	107.0	Waushara	94.5
Lincoln	117.1	Winnebago	95.8
Manitowoc	113.9	Wood	113.9

Statewide Measures

Average	89.3	Median	97.0

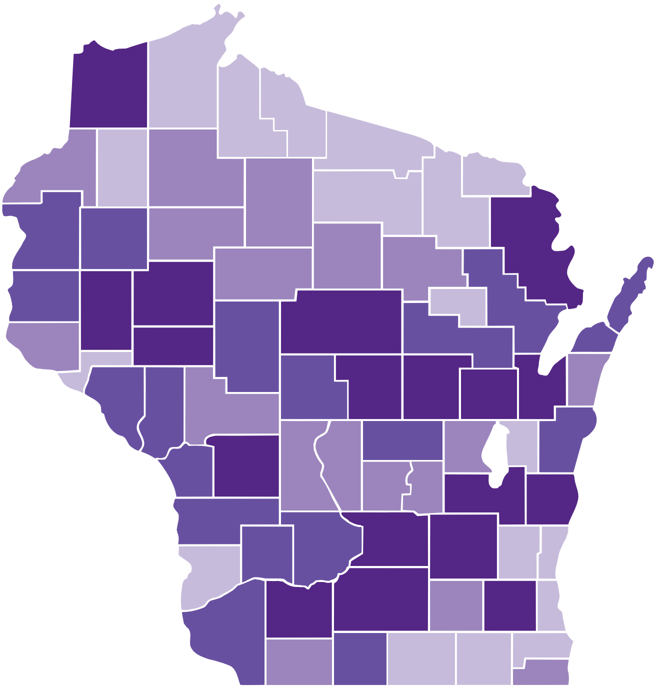
County Highway Miles

Wisconsin has more than 40,000 miles of county highways that county governments must maintain. By comparison, total state and interstate highway miles total less than 12,000.

Among many factors accounting for the number of highway miles, geography is among the most important – large counties generally have more county highway miles than small ones.

Caution: Since county highway spending includes expenditures for maintenance of state and interstate highways within the county, it should not be combined with the figures here to calculate spending per mile.

County Highway Miles, 2025
Counties by Quartile, Low to High Miles



Road Miles: Low to High

1st Quartile To 428.7
2nd Quartile 428.8-558
3rd Quartile 558.1-668.8
Top Quartile 668.9 & over

Source: Wisconsin Department of Transportation

County Highway Miles, 2025

County	Miles	County	Miles
Adams	453.1	Marathon	1,242.1
Ashland	181.8	Marinette	669.2
Barron	592.5	Marquette	474.4
Bayfield	345.4	Menominee	73.0
Brown	807.0	Milwaukee	415.6
Buffalo	635.7	Monroe	687.9
Burnett	440.1	Oconto	637.2
Calumet	269.1	Oneida	342.5
Chippewa	977.9	Outagamie	747.8
Clark	602.0	Ozaukee	319.2
Columbia	714.4	Pepin	309.4
Crawford	265.1	Pierce	497.2
Dane	1,086.6	Polk	662.8
Dodge	1,076.9	Portage	888.9
Door	590.8	Price	440.1
Douglas	673.5	Racine	345.1
Dunn	850.7	Richland	593.1
Eau Claire	843.8	Rock	428.7
Florence	98.2	Rusk	509.8
Fond du Lac	779.3	St. Croix	668.8
Forest	218.0	Sauk	619.8
Grant	620.6	Sawyer	459.6
Green	555.0	Shawano	588.5
Green Lake	456.5	Sheboygan	907.7
Iowa	732.7	Taylor	496.7
Iron	133.9	Trempealeau	583.2
Jackson	462.1	Vernon	570.3
Jefferson	512.9	Vilas	407.6
Juneau	468.4	Walworth	389.1
Kenosha	508.8	Washburn	398.2
Kewaunee	438.2	Washington	350.1
La Crosse	554.8	Waukesha	886.8
Lafayette	544.6	Waupaca	672.9
Langlade	542.1	Waushara	666.8
Lincoln	542.5	Winnebago	449.6
Manitowoc	551.3	Wood	650.1

Statewide Measures

Average	558.0	Median	548.0

POPULATION APPENDIX

To provide comparative figures for the state's diverse 72 counties, much of the data contained in this report is presented on a per capita basis. However, there are times when users may prefer totals rather than per capita figures. To facilitate that, the appendix that follows provides two years of population figures: 2024 and 2025.

Population Appendix

Population, 2024

County	Population	County	Population
Adams	20,733	Marathon	139,874
Ashland	15,851	Marinette	41,690
Barron	46,856	Marquette	15,558
Bayfield	16,174	Menominee	4,272
Brown	274,899	Milwaukee	941,139
Buffalo	13,234	Monroe	46,574
Burnett	16,550	Oconto	39,266
Calumet	56,203	Oneida	37,912
Chippewa	67,801	Outagamie	195,388
Clark	35,001	Ozaukee	93,111
Columbia	58,360	Pepin	7,360
Crawford	16,197	Pierce	42,605
Dane	599,930	Polk	45,575
Dodge	89,003	Portage	72,139
Door	30,885	Price	13,932
Douglas	44,435	Racine	198,781
Dunn	45,693	Richland	17,179
Eau Claire	110,871	Rock	165,156
Florence	4,560	Rusk	14,171
Fond du Lac	103,699	St. Croix	98,849
Forest	9,229	Sauk	67,022
Grant	51,699	Sawyer	18,286
Green	37,364	Shawano	41,109
Green Lake	18,994	Sheboygan	118,465
Iowa	23,977	Taylor	20,150
Iron	6,103	Trempealeau	30,912
Jackson	21,337	Vernon	31,140
Jefferson	86,855	Vilas	23,176
Juneau	26,947	Walworth	106,571
Kenosha	170,693	Washburn	16,644
Kewaunee	20,578	Washington	138,819
La Crosse	123,232	Waukesha	413,728
Lafayette	16,668	Waupaca	51,950
Langlade	19,354	Waushara	24,550
Lincoln	28,517	Winnebago	172,943
Manitowoc	80,932	Wood	73,846

Statewide Measures

Total	5,989,256	Median	41,400

Source: Wisconsin Department of Administration, January 1 Estimates

Population, 2025

County	Population	County	Population
Adams	20,995	Marathon	140,452
Ashland	15,747	Marinette	41,900
Barron	47,047	Marquette	15,589
Bayfield	16,207	Menominee	4,269
Brown	278,217	Milwaukee	945,292
Buffalo	13,290	Monroe	46,836
Burnett	16,622	Oconto	39,333
Calumet	56,716	Oneida	38,023
Chippewa	68,414	Outagamie	196,909
Clark	35,289	Ozaukee	94,074
Columbia	58,888	Pepin	7,368
Crawford	16,243	Pierce	42,918
Dane	611,149	Polk	45,855
Dodge	89,194	Portage	72,569
Door	31,139	Price	13,962
Douglas	44,520	Racine	200,014
Dunn	46,362	Richland	17,208
Eau Claire	112,246	Rock	166,045
Florence	4,586	Rusk	14,253
Fond du Lac	103,930	St. Croix	100,028
Forest	9,293	Sauk	67,775
Grant	51,807	Sawyer	18,405
Green	37,521	Shawano	41,229
Green Lake	19,070	Sheboygan	119,353
Iowa	24,102	Taylor	20,193
Iron	6,120	Trempealeau	31,010
Jackson	21,385	Vernon	31,388
Jefferson	86,855	Vilas	23,356
Juneau	27,252	Walworth	107,415
Kenosha	171,145	Washburn	16,746
Kewaunee	20,708	Washington	139,504
La Crosse	124,590	Waukesha	417,230
Lafayette	16,756	Waupaca	52,264
Langlade	19,406	Waushara	24,590
Lincoln	28,637	Winnebago	174,016
Manitowoc	80,985	Wood	73,930

Statewide Measures

Total	6,033,734	Median	41,565

Source: Wisconsin Department of Administration, January 1 Estimates

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